




BRAND MANAGEMENT
COURSE
PROSPECTUS

DSM | **DIGITAL**
SCHOOL OF
MARKETING



A brand is so much more than just a company's slogan or logo. Yes, a logo and slogan are integral parts of a brand but to manage a brand correctly, you need to make sure that your products and/or services are so valuable in the minds of your customers that they have no option but to sign up with you!

Do you want to learn the specialised techniques of making your customers fall in love with your brand and make them loyal devotees for life? Is it your ambition to become a brand manager? Are you currently in the marketing field and want to upskill yourself in new brand management techniques?

If you answered "YES!" then the Brand Management Course - proudly presented to you by the Digital School of Marketing (DSM) - is right up your alley.

DSM's Brand Management Course is accredited by the Media, Information and Communication Technology (MICT) SETA. This means that our course will equip you with tried-and-trusted brand management skills that are essential to any organisation - be they small-to-medium enterprises or large, multinational corporates - that any employer will definitely want in their business.

So if being a brand manager is one of your career goals or you want to add brand management to your arsenal of marketing skills, DSM's Brand Management Course is for you!

What you will master



Introduction to Brand Management

This module will teach you about the differences between a brand, branding and brand management, the components of brand management, branding strategy and sustainable brand building. You'll find out why it's so important to know these definitions like the back of your hand.



Brand Equity

Trust is the foundation of any sustainable relationship. This is true as well for the relationship that your customers build with you and your company. With this introductory module on brand equity you'll learn about the importance of brand equity and how to build it.



Brand Identity

Your products and/or services need to have a distinct character that the industry knows these by. Otherwise, they'll fade away behind your competitors. In this module you will learn about brand identity systems, brand purpose and positioning, brand values, and visual and verbal language so that you can apply these to your own company - and reap the rewards.



Brand Positioning

Brand positioning is important for any organisation as it shows your customers why they will benefit from buying from you as opposed to your competitors. In this module we will teach you about brand differentiation, product positioning strategy and competitive brand positioning as well as, most importantly, how to practically apply these concepts.



Brand Contact

In this module you'll be introduced to the concept of brand contact and we will teach you about the benefits of brand cohesiveness.



Marketing Communication

You, as a marketer, must communicate your brand's message so that your target audience understands it in the way you want them. The marketing communication module will teach you about the importance of marketing communication and how to practise integrated marketing communications in everything that you do.



Managing a Corporate Brand

Learn the vital skills of how to manage a corporate brand, build a strong brand portfolio as well as the benefits there are of having a strong portfolio for your brand. In this module, we also touch on corporate brand identity and reputation.



Branding Growth Strategies

This introduction to branding growth strategies will equip you with the knowledge you need to launch a new brand strategy and set your business on the path to success. You'll also learn about brand and line extensions in an organisation.



Marketing Communication Concepts

This unit standard-aligned module (SAQA ID 10064 NQF Level 5, 8 Credits) will teach you how to identify and explain marketing communication concepts and ideas. Get to grips with how to implement low- and high-focus thinking as well as applying lateral thinking processes.

Course modules

- » Introduction to Brand Management
- » Brand Equity
- » Brand Identity
- » Brand Positioning
- » Brand Contact
- » Marketing Communication
- » Marketing Communication Concepts
- » Managing a Corporate Brand
- » Branding Growth Strategies



How you can learn at DSM

All courses at DSM are delivered on our state-of-the-art online learning platform. It is jam packed with videos and infographics so that you can take your learning experience to the next level. On our learning platform, there are:



200 videos



100 infographics



Assessments



Slides



Progress trackers



Interactive feedback

YOUR COURSE PACK INCLUDES

Online Access | Branded USB Stick | Branded Laptop Bag
DMS coffee canister | DSM cap | Branded DSM Notepad & Pen



Accreditation
MICT | SETA