



Brand and Marketing Management Short Course

Vega School

9 Weeks (Including Orientation) Distance Short Course | BMAM021

→ Online

Course Description

The Brand and Marketing Management Short Course develops theoretical and practical competence in the broader field of brand building and marketing, while exposing participants to real-life case studies and solution-based brand building challenges. Competency is developed by applying theories and principles to real-life scenarios.

Who Is This Course Aimed At?

The Brand and Marketing Management Short Course is aimed at middle managers working in the brand, marketing and communications industry or anyone wanting to change fields and needing to learn more about brand, marketing and strategy.

The Brand and Marketing Management Short Course may also support those with Undergraduate Degrees in fields other than brand and marketing as a 'bridge' to understanding branding concepts and principles when considering further studies in this field.

How Will Emeris Support Your Online Learning as a Distance (Online) Student, and How Will It Help Prepare You for the Working World?

Our distance teaching and learning approach is designed to allow you the freedom to self-govern your learning experiences according to your individual needs. You are at the centre of your own learning journey, and by offering curated engagement opportunities, we partner with you to:

- Engage with subject material
- Build understanding
- Develop critical thinking and problem-solving skills
- Manage your work, life and studies
- Succeed in your personal, professional, and academic goals.



DISTANCE (ONLINE)

This Short Course Covers

- The role of design thinking and innovation in strategic brand building
- The relationship between business, brand, and marketing
- The concepts of purposeful brand and meaningful brand building
- Brand leadership and management
- Analysing and segmenting markets
- Brand values and competitive positioning
- Stakeholder journey mapping
- Integrated brand communications strategy development
- Internal and external brand communication
- Writing a basic communications brief
- Integrated channel and media planning
- Planning and measuring a brand building strategy.

Further Study Pathways

This Short Course will develop your ability to integrate knowledge from the fields of brand and marketing management and you will gain a systemic understanding of current thinking, practice, theory and methodology.

You will learn how to:

- Demonstrate an understanding of the broader concepts of brand building, marketing, communications, creativity and innovation
- Apply a purposeful brand-business approach to brand and marketing management
- Demonstrate the ability to think creatively, innovatively and strategically
- Develop realistic and integrated brand communication plans and objectives.

In addition, the Short Course may support those with Undergraduate Degrees in fields other than brand and marketing as a 'bridge' to understanding branding concepts and principles when considering further studies in this field.

System and Software Requirements

- Reliable internet connection (we recommend 5-10 GB of data per month and an internet speed of at least 0.15 Mbps)
- Desktop PC or laptop with at least an i3 processor and 4GB RAM memory
- Windows 11 or macOS 10.15 (Microsoft Office 365 is available as a free download for IIE students), and Google Chrome, Microsoft Edge Chromium or Firefox
- A working webcam and microphone
- An uninterrupted power supply is also highly recommended.

Completion Requirements for This Short Course

To successfully complete this Short Course, you must have achieved a minimum final mark of fifty percent (50%). As a distance (online) student, this Short Course is structured to be completed over 11 weeks.

Please Note: This Short Course is not credit-bearing and does not have any formal admission requirements.

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Distance Delivery Includes

- A distance learning system that leads students through the content, prescribed material and activities.
- Distance academic navigators (tutors) who are subject experts and maintain the human experience of the learning process.
- Weekly live sessions with the course's distance navigator.
- A distance success navigator who supports students throughout the learning journey.
- Access to our distance information centre.

Note:

- Scheduled live sessions generally take place after hours.
- While you can generally structure your study time as you need, there are scheduled distance sessions during which you will get mediated support.
- Scheduled assessments in the form of online activities and assignments are paced to ensure your studies progress.

*In the case of insufficient registrations, or other unforeseen circumstances, Emeris reserves the right, at any time, to either postpone or cancel any Short Course.

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