



Course Brochure

# BRANDING AND BRAND STRATEGY

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Build A Distinctive Brand that  
Impacts and Inspires

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Course fees, course schedules, and FAQs





Branding and Brand Strategy Course

# COURSE OVERVIEW





# BRANDING AND BRAND STRATEGY COURSE

Build A Distinctive Brand that Impacts and Inspires



## Course Duration

2 Days (16 Hours)  
9am - 6pm



## Mode of Delivery

Classroom, Instructor-Led, Hands-On  
Trainings are conducted live in Singapore



## Course Fee

\$540 (inclusive of GST)  
Original Course Fee : \$798



WHAT IS THIS COURSE ABOUT?

# COURSE DESCRIPTION

Branding and brand strategy is crucial for any business or organisation to be successful. There is a distinct difference between just running a business and having a cohesive brand.

While a business focuses on generating revenue, a brand encompasses an organisation's image and how it is perceived by external stakeholders. Branding is everything now, as consumers demand more from the businesses they frequent.

This 2-day Branding and Brand Strategy Course covers all key elements to develop and implement a successful brand strategy. Through lectures, case studies, and interactive exercises, participants will learn to distil the brand identity, research branding initiatives, engage with stakeholders, and develop branding guidelines and a code of conduct.

The course also covers legal, regulatory, social-cultural, and ethical considerations, as well as PR crisis management. Upon completion, participants will be equipped with the knowledge and skills to lead their stakeholders and create a cohesive, dynamic brand.

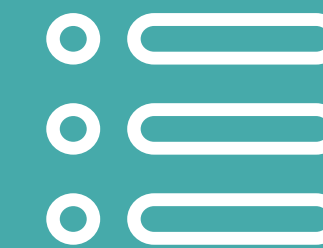






## Target Audience

Entrepreneurs, Start-Up Founders, Business Owners, Brand Managers, Marketing Practitioners, Corporate Communications/Public Relations Personnel, Employer Branding Professionals, and anyone who wants to be equipped with the essential skills in brand building and stakeholder management.



## Prerequisites

You are required to have basic computer navigational skills such as **opening and closing, dragging and dropping, copying and pasting of files.**



# COURSE HIGHLIGHTS

In this 16-hour Branding & Brand Strategy course, you will:

- ✓ Learn all the elements that go into branding and developing your brand strategy
- ✓ Know of the legal, regulatory, social-cultural, and ethical considerations involved in branding
- ✓ Know how to identify and engage your internal and external stakeholders
- ✓ Know how to analyse and measure your branding effectiveness
- ✓ Learn how to manage your brand reputation via public relations and crisis management
- ✓ Learn relevant case studies and utilise branding tools and resources







# COURSE OBJECTIVES

By the end of this course, you will be able to:

- ✓ Distil the essence of your brand identity
- ✓ Research, visualise and test branding initiatives
- ✓ Lead your stakeholders and work with them to co-create a dynamic brand
- ✓ Establish branding guidelines and a code of conduct for internal stakeholders
- ✓ Know what to monitor and how to respond to external stakeholder comments
- ✓ Identify and implement the correct steps to manage and avert a PR crisis



# COURSE OUTLINE

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## TIP OF THE ICEBERG

*Instructor-led | Lecture, demonstration, modeling, group activity*

- ▷ The World's Top Brands – ranking and analysis
- ▷ The Visible Tip Of The Iceberg – brand identity (name, logo, tagline, etc.), and brand experience
- ▷ Below The Surface – core values, vision, mission, brand promise, positioning, products/services on offer, internal and external stakeholders, available channels, etc.
- ▷ Surfacing The Brand – encapsulating the essence of your brand and presenting them to your stakeholders

## BY THE BOOK

*Instructor-led | Lecture, demonstration, modeling*

- ▷ Legal & Regulatory Standards for business operations – an overview
- ▷ Legal & Regulatory Standards for branding and marketing – intellectual property, consumer privacy, the broadcast act, internet code of practice, social media guidelines, and advertising regulations
- ▷ Social-Cultural & Ethical Considerations – consumer demographics, cultural sensitivities, corporate social responsibility, ethical branding, etc.
- ▷ Brand Code Of Conduct and Branding Guidelines – for organisational conformity
- ▷ Sub-Branding & Product Branding Guidelines – distinguishing them in terms of packaging, advertising and content marketing



# COURSE OUTLINE (CONT...)

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## RULES OF ENGAGEMENT

*Instructor-led | Lecture, demonstration, modeling, individual project assessment (multiple choice questions)*

- ▷ Apply Design Thinking to engage internal and external stakeholders: empathise > define > ideate > prototype > test
- ▷ Researching Your Stakeholders – conduct the necessary research on stakeholders to determine their needs and wants
- ▷ Research Tools – utilising various tools to conduct the research
- ▷ Stakeholder Desired Experience – visualise initiatives and content that will captivate your

## TWO-WAY STREET

*Instructor-led | Lecture, demonstration, modeling, group activity*

- ▷ Embracing the co-creation of a dynamic brand – case studies
- ▷ Feedback & Appraisals – conducting and acting on internal stakeholder feedback
- ▷ Tracking & Responding – knowing what to track and how to respond to external stakeholder comments online
- ▷ Identifying and engaging brand champions, ambassadors and influencers
- ▷ Forming brand communities and encouraging the growth of user generated content



# COURSE OUTLINE (CONT...)

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## MAKING PROGRESS

*Instructor-led | Lecture, demonstration, modeling, quiz game*

- ▷ Progress & The Cyclic Design Thinking Process
- ▷ Internal Indicators of Branding Effectiveness – staff acquisition, turnover, and engagement.
- ▷ External Indicators of Branding Effectiveness – sales, web traffic, no. of followers, engagement rate, social sentiment, etc.
- ▷ Conducting an Internal Brand Audit – steps, case studies, and resources
- ▷ Conducting an External Brand Audit – steps, case studies, and resources

## FULL DISCLOSURE

*Instructor-led | Lecture, demonstration, modeling, written assessment*

- ▷ Public Relations – upholding integrity and transparency, the key components of the PR Code of Ethics
- ▷ Media Relations – how to develop good relationships with the media
- ▷ Press Release & Press Conference – how to draft the former and organise the latter
- ▷ Spokesperson & Media Training – conduct training for top management and appoint official spokesperson or PR Agency
- ▷ Crisis Management – how to avert a PR Crisis by implementing the 4-Step PR Process



Branding and Brand Strategy Course

# CERTIFICATION

Certificate of Completion

A Certification of Completion will be issued upon achieving at least 75% attendance for the course.





# CHRIS MINJOOT

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Chris is a senior Marketing & Communications professional with over 29 years' experience as both an in-house practitioner and as a consultant servicing clients from a wide range of industries. He possesses the unique combination of strategic, creative, technical and writing skills critical for today's integrated marketing needs.

A Communications graduate, Chris gained invaluable experience in a wide range of marketing related fields including Branding, Corporate Communications, Public Relations, Content Marketing, Search Marketing, Advertising, Copywriting, Graphic Design, Audio-Visual Production, and Events.

In the areas of Branding and Public Relations, he was part of the team responsible for rebranding education institute MindChamps in 2005. He contributed to the brand's rapid growth by conducting numerous ad campaigns and generated on average \$500,000 of publicity per year between 2006 and 2014. Today, MindChamps has expanded regionally and is listed on SGX.

In PR & Content Marketing, he was responsible for implementing thought leadership and social media content strategy for recruitment firm ScienTec Consulting (2015 to 2017) to grow the follower-base organically by 178%. He generated numerous publicity in the major press and industry magazines including a full-page personality feature on the CEO in The Sunday Times. He was also responsible for putting together submissions that resulted in the firm receiving 15 major industry awards.



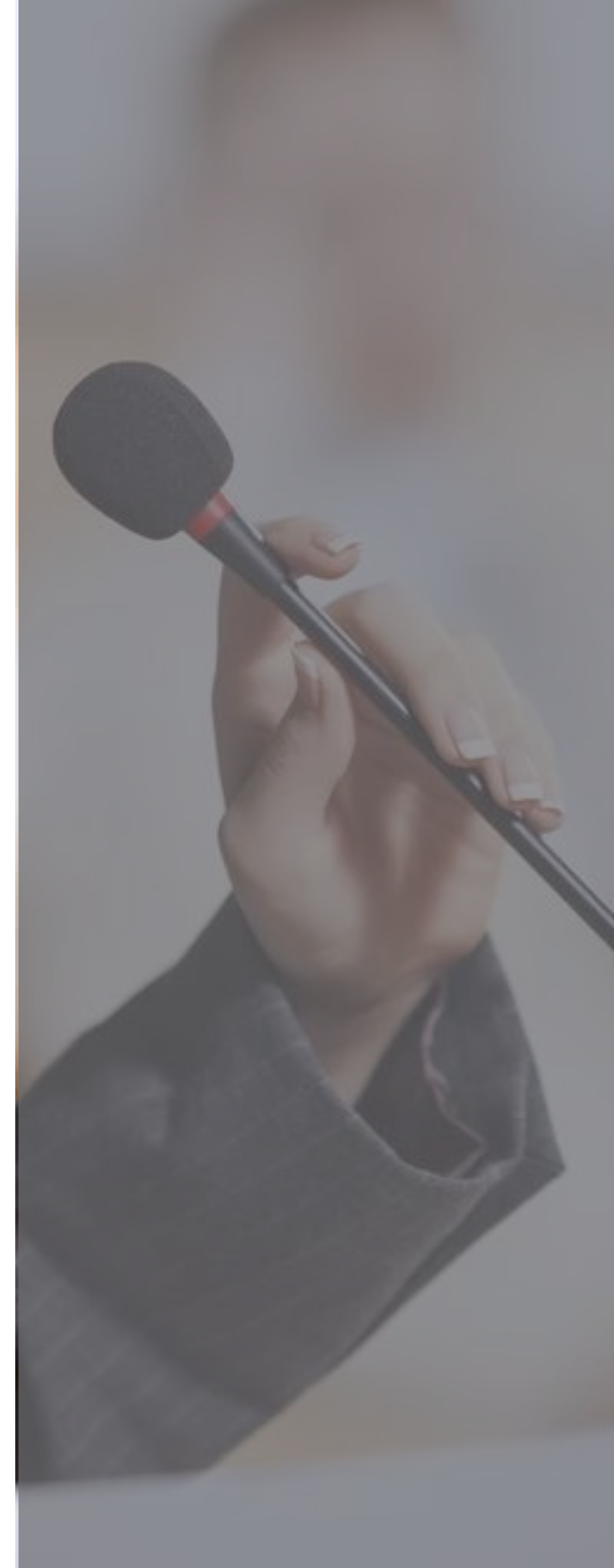


# CHRIS MINJOOT (CONT...)

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As a Copywriter & Graphic Designer, Chris has written numerous articles and copy for a whole range of communications and marketing collateral including websites, brochures, social media ads, etc., often with accompanying layout designs. He has also ghost-written 1,000 to 3,000-word feature articles for clients including the #1 ranked Google Search article on 'Lasik Singapore' for Atlas Eye Specialist Centre.

His passion in wanting to share his experience and knowledge with others led him to attain the WSQ Advanced Certificate in Learning & Performance (ACLP). Chris currently develops and delivers curriculum on a wide range of marketing subjects in M.A.D. (Marketing, Advertising & Design) School by CMA (Chatsworth Medi@rt), its social enterprise arm M.T.C. (Make The Change, teaching students with disabilities), and here in Equinet Academy.







Branding and Brand Strategy Course

# WHY LEARN AT EQUINET?





OUR CLIENTELE

# COMPANIES WHO HAVE ATTENDED OUR COURSES

**TOTO**



**NEC**



**Volkswagen**



ENJOY

## COMPLIMENTARY REFRESHER

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Re-attend the course, free of charge. Up to 1 complimentary refresher for up to 3 years after the last date of the course attended.\*

\* Refresher seats are specially allocated for refresher trainees and are non-participative. Refresher trainees may opt to take up participative seats subject to availability.

GET

## HANDS-ON

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Retain knowledge better through practice and feedback. We apply instructional design methodologies such as Gagne's 9 Events of Instruction to enhance your learning and retention.

ACCESS

## POST-TRAINING SUPPORT

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The post-training support programme is available to past trainees who have successfully completed the course. It serves as a consultation to address any hurdles faced while implementing the strategies and tactics shared during the course on real world campaigns. Contact your course trainer directly via email.

COMPREHENSIVE AND

## STRUCTURED CURRICULUM

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Course modules are designed to build on the foundations, gradually leading up to the main course, and finally reinforcing the concepts learned through practice and feedback.



CURRICULUM AND COURSEWARE ARE

## UP-TO-DATE

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Our curriculum developers who are in charge of keeping the curriculum and courseware up to date are active practitioners and experts in their respective fields.

DEVELOPED AND DELIVERED BY

## INDUSTRY EXPERTS

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Our team of digital marketers are passionate individuals dedicated to imparting their years of knowledge and experience to our learners.

REALISTIC,

## REAL-WORLD PRACTICAL SETTING

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Shorten your learning curve through real-world case studies and practical examples.

GAIN

## 3-YEAR ACCESS TO COURSE MATERIALS

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Worried your course materials accessed a year ago have become outdated? Fret not, signing up for this course gains you 3-year access to the course materials via our learning management system.

EXPERIENCE

## MODERN TRAINING FACILITIES

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Our training rooms are equipped with laptops, 500mbps internet connection, hexagon-shaped cluster seating, and comfortable swivelling chairs, providing you a cozy yet open learning environment.

TAKEAWAY

## ACTIONABLE STRATEGIES

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Takeaway actionable strategies, frameworks, and processes you can implement to new or existing campaigns.





Branding and Brand Strategy Course

# COURSE INFORMATION





# COURSE FEES & SCHEDULES

## COURSE FEES

Original course fee: \$798

Promotional course fee: S\$540 (*inclusive of GST*)

## COURSE SCHEDULES

View Available Course Dates  
via  
[https://  
www.equinetacademy.com/  
courses/bbs-course-  
registration/](https://www.equinetacademy.com/courses/bbs-course-registration/)

Online classroom and Face-  
to-face learning modes  
available.

# FAQs

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## **+ Do I have to prepare anything before attending the course?**

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class. For more details, you may read the [Online-based Classroom Learner Guide](#).

You will also need to have an active LinkedIn account as there will be a hands-on practical session on creating LinkedIn Ads.

## **+ If I have any questions after the course, can I consult the trainer?**

Yes, you may contact your trainer after the course. There are other [post-training support](#) channels such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.



## FAQs (CONT...)

### **+ What is the difference between online classroom and in-person classroom learning modes?**

Typically, in a traditional classroom, classes are conducted with 1 trainer to 20 – 24 learners in a cluster or classroom seating format. Group discussions, group presentations, lectures, peer-to-peer coaching are all conducted face-to-face (in-person).

In an online-based classroom, lessons will be delivered via a video conferencing software, Zoom. Lectures will be conducted via screensharing, while group discussions and group brainstorming will be conducted via “breakout” rooms (individual virtual rooms) to split up discussions into smaller groups.

Both learning modes essentially offer the same course content and learning outcomes.

Read the [Online-based Classroom Learner Guide](#) for a more detailed comparison on both formats.

### **+ Can't I learn everything over the internet?**

Our courses offer a very hands on approach so that you will be able to apply what you learn immediately. Moreover, our trainers are industry practitioners who will be able to answer your questions and offer expert advice in real time.

We also offer [post-training support](#) which includes 2-hour Ask Me Anything sessions with an industry expert for up to 3 years, an online refresher seat within 3 years post-training, access to an insider community, and 3-year access to up-to-date courseware via the learning management system.

## FAQs (CONT...)

### **+ Will there be video recordings of the session made available for reference after class?**

Unfortunately, we are unable to provide video recordings of the class due to PDPA regulations (Personal Data Protection Act). However, all courseware and e-learning videos are accessible online via the learning management system for 3 years. You may also sign up for a complimentary online refresher course for up to 3 years post-training.

### **+ Are these short courses sufficient to achieve desirable learning outcomes?**

Equinet Academy's courses are meticulously designed to provide bite-sized yet comprehensive information that are highly relevant to the industry's needs. Through a combination of individual project work, peer-to-peer interaction, and practice and feedback, trainees can immediately apply the concepts learnt in class to their real world projects.

If you feel that you have not met the learning objectives at the end of the course, you are always welcomed to re-sit the course online without any additional cost. You will also have full access to the courseware online which you may review during and after the course, and [post-training support](#) to address any challenges you may face along your learning journey through consultation with subject matter experts.



## **FAQs (CONT...)**

### **+ I'm still unsure whether this course can help me meet my objectives.**

If you are unsure about your learning objectives, you may use the [Course Selector Tool](#) to get course recommendations tailored to your needs. If you are still unsure whether this course is suitable for you, please leave your contact details [here](#). A course consultant will get in touch with you to recommend appropriate course(s) based on your learning objectives.



## Branding and Brand Strategy Course

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**SIGN UP NOW**



**[\\*https://www.equinetacademy.com/branding-brand-strategy/](https://www.equinetacademy.com/branding-brand-strategy/)**