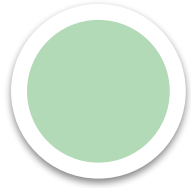


Branding and Brand Strategy

Build a Distinctive Brand that Impacts and Inspires





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.



Course Duration

2 Days
8.30am to 6.30pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



From \$386.10 (incl. 9% GST) after
70% SkillsFuture Funding

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.



Course Highlights

In this 2-day Branding and 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 the class, you will be able to:

- Formulate objectives of brand identity and projected image based on organisational priorities and desired long-term outcomes.
- Verify that the organisation's or product's brand and collateral are aligned with legal/industry standards and ethical/socio-cultural considerations.
- Establish branding guidelines for internal stakeholders and integrate branding into their department functions.
- Create the visualised desired user experience to articulate the organisation brand's role in fulfilling the desired user experience.
- Devise techniques to engage internal and external stakeholders in defining brand identity.
- Propose a range of branding strategies based on their features, advantages and disadvantages.
- Lead the co-creation of branding strategy with internal and external stakeholders to develop the desired brand identity.
- Develop key metrics for monitoring, analysing, and measuring branding effectiveness.
- Establish a public relations and brand reputation management strategy by considering the legal, regulatory, ethical, and socio-cultural factors relating to public and media relations.
- Manage critical external facing communications to maintain brand reputation.

Certification

A SkillsFuture **WSQ Statement of Attainment (SOA) – Brand Management** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Branding and Brand Strategy course assessment and achieved at least 75% attendance.



Course Outlines

Tip Of The Iceberg

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling, 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
- The Corporate Structure – where does branding fit in the organisation and what to look out for when hiring agencies and personnel

By The Book

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling)

- 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.

Course Outlines

By The Book (cont.)

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling)

- 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

Rules Of Engagement

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling)

- Apply Design Thinking to engage internal and external stakeholders: empathise > define > ideate > 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 stakeholders
- Create initiatives and content for the various internal and external channels

Course Outlines

Two-Way Street

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling, Group Activity)

- Embracing the co-creation of a dynamic brand – case studies
- Tracking & Responding – knowing what to track and how to respond to external stakeholder comments online
- Identifying and engaging brand champions, ambassadors and influencers
- Leveraging on internal stakeholders as social media advocates
- Forming brand communities and encouraging the growth of user generated content

Making Progress

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling)

- 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 a Brand Audit – steps and resources
- Rebranding & Brand Refresh

Course Outlines

Full Disclosure

Instructor-led | Mode of Delivery (Lecture, Demonstration and Modelling)

- 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
- 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
- Press Release & Press Conference – how to draft the former and organise the latter

Assessment Component

- Project Assignment
- Case Study





Trainer Bio

Chris Minjoot



Chris is a senior branding and marketing professional with over 31 years of experience as both an in-house practitioner and a consultant servicing clients from a wide range of industries. He was part of the team responsible for branding MindChamps (conceptualised its name) and spent 10 years contributing to its growth via public relations and marketing campaigns. His holistic approach to branding has seen him naturally taking on the additional role of brand champion within organisations to actively drive internal communications and staff engagement. Chris is an ACLP certified trainer, and he is passionate about imparting his knowledge to others.



Why Learn with Equinet?



Re-attend the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



3-year access to the courseware via our LMS

Get 3-year access to the updated course slides, templates, and guides. Be ready to implement the concepts learnt.



Post-training mentoring with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Trainee Testimonials



“Chris has extensive applied knowledge across the full suite of Corp Comms & MarComms, and was able to advise me and my classmates, who are all in various fields, on our own branding/comms initiatives for our workplaces. His teaching was peppered with illustrative and engaging resources, in the form of real-world case studies and practical tools/platforms. Thank you for making my learning so applicable right from Day 1 of the workshop! :)”


Chearmin



“Chris makes the class very engaging and also includes many case studies to help us understand the content better and how it is applicable to the real world.”

Doreen Sim Yew Yee

Trainee Testimonials

 “I really appreciated how the instructor explained the concepts of Branding and Brand Strategy in a clear and engaging manner. It expanded my understanding and broadened my knowledge on the subject. The topics covered were not only relevant but also timely, which added value to the learning experience. The approach felt comprehensive, covering the topic from all angles like a 360-degree view. Additionally, the facility provided a nice and comfortable environment, enhancing the overall learning atmosphere.”

Cleo Serevilla

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Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$584.10
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$386.10
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$584.10
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$386.10

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

**Eligible for claim after course completion.*

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

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



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.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.



Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



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 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.

Branding & Brand Strategy



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Brand Management | Course Code: TGS-2023020486 | Registry Period: 28 Apr 2023 - 27 Apr 2025