



WSQ Digital Branding & Brand Strategy

Build a Distinctive Brand that Impacts and Inspires



In-Person Classroom



Duration: 18 Hours (2 days)



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS

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Industry leading organisations who've sent their teams for upskilling at Equinet



Course Fees & Fundings

Course Fee: S\$990.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:
From **S\$297.00** (inclusive of 9% GST)



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Course Overview

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.

01. Entrepreneurs: Gain essential skills in brand building and stakeholder management to effectively launch and grow your business.

02. Start-Up Founders: Learn strategic approaches to establishing a strong brand presence and managing key relationships.

03. Business Owners: Enhance your ability to build a compelling brand and manage stakeholder interactions for business success.

04. Brand Managers: Develop advanced techniques in brand development and stakeholder engagement to drive brand success.

05. Marketing Practitioners: Acquire crucial skills in brand building and stakeholder management to enhance marketing effectiveness.

06. Corporate Communications/Public Relations Personnel: Master brand building and stakeholder management to improve corporate reputation and communication strategies.

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 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, trainees 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.

Course Outline

Tip Of The Iceberg

Topics Covered Include:

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

By The Book

Topics Covered Include:

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



Rules Of Engagement

Topics Covered Include:

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

- 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 stakeholders
- Create initiatives and content for the various internal and external channels

Two-Way Street

Topics Covered Include:

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

Topics Covered Include:

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

Full Disclosure

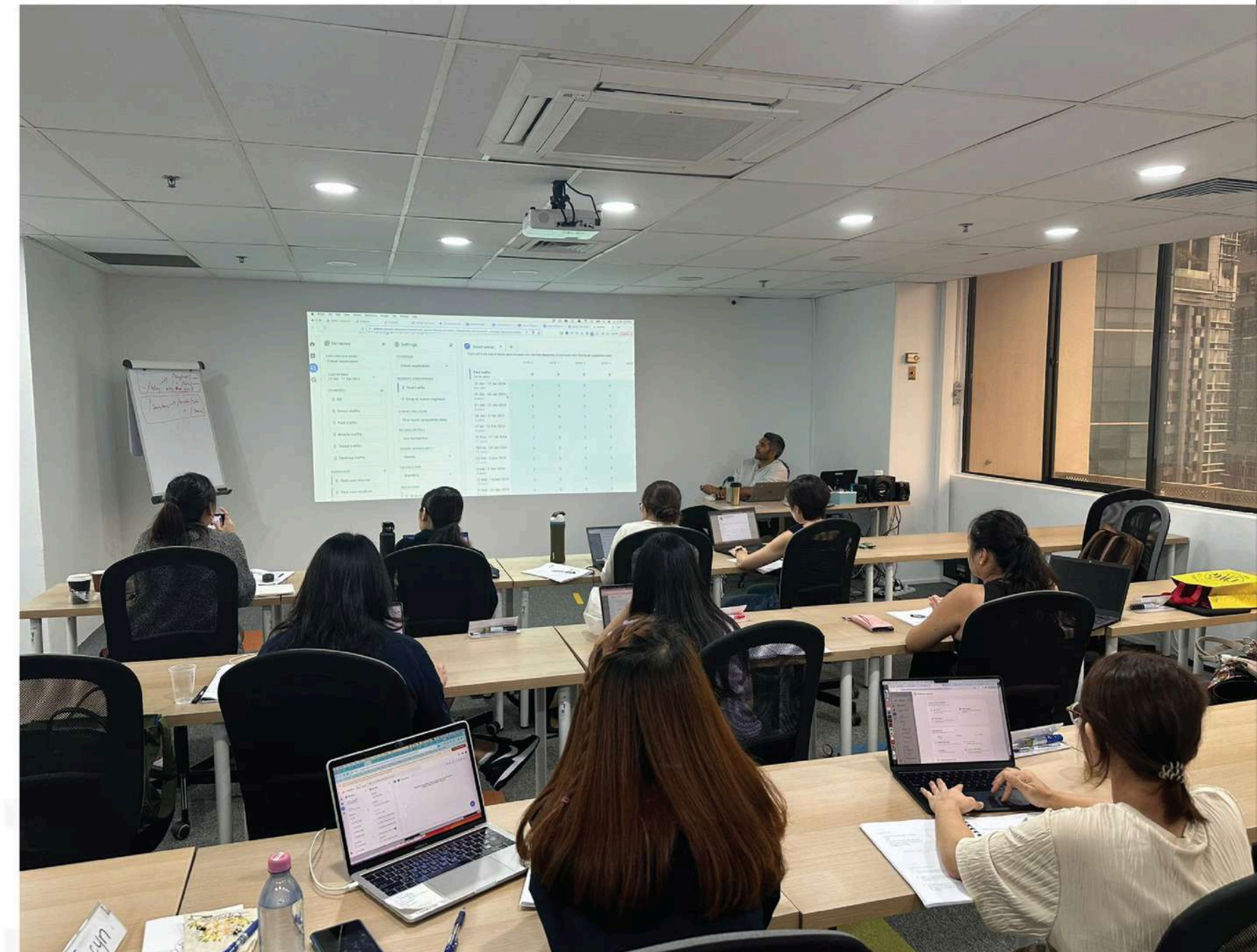
Topics Covered Include:

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

- Written Assessment – Case Study with Questions
- Individual Project Presentation



Trainer Profile

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.





Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – ICT-SNM-5002-1.1 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.

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework ICT-SNM-5002-1.1 Brand Management.

Course Codes: TGS-2023020486

Course Support Period: 28 Apr 2023 – 27 Apr 2025



Why Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

4.9/5

Google Reviews

20,000+

In our community and have
trained at Equinet

4/5

Quality Rating on TRAQOM
via Qualtrics



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.

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

”

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.

Cleo Serevilla

”

Attending the Branding & Brand Strategy course was a game-changer for me. The insights from experienced instructors and real-world case studies tailored to Singapore's diverse market were invaluable.

Wei Jie Chen

”

I recently completed the Branding and Brand Strategy course, and it was an eye-opening experience. The blend of theory & practical application was exceptional especially with a focus on Singapore's unique market dynamics

Marcus Lim



Frequently Asked Questions

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.

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 Post-Training Mentoring sessions where you may seek advice from a subject matter expert.



Related Courses



[AI in Digital Marketing](#)



[Certified Digital Marketing Strategist v2](#)



[Copywriting & Content Writing](#)



[Digital Content Creation For Content Creators](#)



[Digital Marketing Strategy](#)



[Landing Page Design](#)

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Sign up for **Branding
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Equinet Academy
10 Anson Road, #18-24
International Plaza,
Singapore 079903

www.equinetacademy.com

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