

Certified Brand Management Professional

iCBMP



International Professional Accreditation Council

www.ipacglobal.org

Certified Brand Management Professional [iCBMP]

Introduction:

“Create your OWN Brand! Become iCBMP”

Brand is unarguably the most powerful business tool ever invented, after costing and pricing. There are a lot of myths about brand and brand strategy, including the right way to grow the financial and strategic value of a brand and the notion that brand strategy should always align with business strategy. People often place too much value in the power of a logo or a name, but rarely enough on their brand strategy. Many also assume that the brand strategy of larger companies is always robust, and only affordable because of their size. This is far from the truth; every successful business, large or small, global or local, must have a brand strategy and it needn't be complicated.

This certification program can help any individual to become specialized in Brand Management through which he or she can contribute towards the success of the company by using the brand to inspire and inform a game-changing strategy.

Objective of the Program: Certified Brand Management Professional will be able to:

- Develop a new Brand for any company
- Rebrand if and when required
- Justify the investment for Branding through Brand Equity management
- Create Brand loyalty for sustainable business Growth
- Expand business through brand creation in new market
- Design Brand Strategy to win over competitors

Outline of Certification:

Module-1: Introduction to Brand Management

Module-2: Designing the BRAND

Module-3: Building the BRAND

Module-4: Brand Relationship

Module-5: Leveraging the BRAND

Module-6: Co-Branding and Corporate Branding

Module-7: Strategic Perspectives of Branding

Module-8: Brand as Strategic Devices

Module-9: Brand Leadership

Module-10: Brand Evaluation and Planning

Module-11: Brand Equity

Module-12: Trademarks & Legal Perspective

Program Administration:

Facilities: Online Material, Question & Answer session by Web Chat

Mode : Fully Online

Assessment: There will be Online assessment option as per below schedule:

Sl	Assessment Option	Unit	Total Marks	Pass Marks
1	Assignment/ Case	2	400	280
2	Final Exam	1	100	70

Certification:

After completion of all process participants will get iCBMP certification from IPAC (Singapore)