



MARKETING, REPUTATION & BRANDING
ACADEMIC PROGRAM

PART I: MARKETING

LESSON 1. The Marketing function

1. Introduction. The Marketing Concept
2. Marketing, just an organizational function?
3. Marketing Management functions

LESSON 2. The Market

1. The concept of Market. Definitions
2. Types of Market
3. Consumer Behaviour
4. Market Segmentation. STP Process

LESSON 3. The Marketing Mix Management

1. Marketing Mix definition
2. The 4 P's: product, Price, place, promotion
3. Product Policy
4. Price Policy
5. Place Policy
6. Promotion Policy

PART II: REPUTATION

LESSON 4. Principles of Corporate Reputation

1. What is reputation?
2. Why does it matter?
3. What drives reputation?
4. How do you measure reputation?
5. What does reputation research deliver?

LESSON 5. Managing Corporate Reputation

1. The A – Z of reputation management
2. How to manage a good reputation
3. Managing reputation and building credibility
4. Shaping the identity of your company

LESSON 6. Managing Corporate Reputation on line

1. Reputation Management & Social Media
2. Importance of reputation online
3. Strategic risk and reputation
4. IT risk and reputation
5. Online Issues currently faced by companies
6. Building an effective company reputation online
7. Privacy leaks
8. Case studies: The power of reputation

PART III: BRANDING

LESSON 7. Brand

1. What is a brand?
2. The brand elements
 - a) Brand Identity
 - b) Brand Image
 - c) Brand personality
 - d) Brand positioning
3. A model for strategically building brands: from Brand vision to brand evaluation
4. A new paradigm for strategic branding: branding from below
5. Building Brand Reputation: Today and Beyond

LESSON 8. Brand and Corporate Identity Management

1. Strategic Brand Management
2. Developing Brand Plans: Physique, Personality, Relationship, Culture, Reflection, Self-Image, Customer self-image
3. Difference between Branding and Corporate Identity
4. What can be branded Why brand? Types of brands Branding services
5. Building your Brand...Managing your Corporate Identity
6. Example of building an on line brand & corporate identity in the tourism industries
7. Corporate identity management

LESSON 9: Brand Equity

1. Brand Equity concept
2. Brand Equity: Aaker model
 - a) Brand awareness
 - b) Brand associations
 - c) Brand loyalty
 - d) Perceived quality
3. Brand Value vs Brand Equity

LESSON 10. Image, Identity and Reputation

1. Meanings of Image, Identity and Reputation
2. Image evolution: low model, operational model and global identity
3. Overcoming image and identity: reputation
4. Cluetrain revolution and Cluetrain Theses
5. Process
6. Corporate image in relation to corporate identity
7. Importance and Types of corporate identity
8. why do we need to care about image?. Today's situation
9. Reasons for image 'management'. Image levels