MIAMI AD SCHOOL SRI LANKA

Brand Manager Program



Join the Journey to Become
an Exceptional Brand Manager!

CANNES LIONS

FUTURE LIONS SCHOOL OF THE YEAR
FOR RECORD 7 TIMES

Are you ready to unlock your potential in the dynamic world of brand management?

The Brand Manager Program offers a transformative 10-week experience that will equip you with the skills, knowledge, and strategic acumen to excel in the branding landscape.

Week after week, dive into immersive modules, from laying the foundation in Introduction to Brand Management to experiencing a hands-on approach that equips you with the skills, insights, and strategies needed to become a top-notch brand manager.

Unveil the art of crafting compelling brand identities, building brand loyalty, and harnessing AI for innovative branding approaches.

Unlock Your Potential:

Our industry-leading faculty and real-world case studies will empower you with practical skills and expertise to thrive in the competitive branding arena. Embrace the journey, learn, grow, and create lasting connections with like-minded individuals.



Join us and embark on an exciting adventure of branding excellence.

Here's what you'll learn...



Module 1

Introduction To Brand Management

Explore the pivotal world of Brand Management in this comprehensive module.

Uncoverits significance for business triumph, key concepts like branding and brand management process, and the role of a brand manager in shaping consumer perception.

Learn the impact of incorporating brand purpose for lasting consumer connections.

Join us on this journey to understand how effective brand management catalyzes business success.

Module 2

Market Research And Consumer Insights

Embark on a captivating journey into Market Research and Consumer Insights in this module.

Learn the art of understanding consumer behavior, market trends, and target audiences through effective market research methods.

Analyze and interpret market data to derive meaningful consumer insights and identify emerging trends. Explore the power of AI in gathering and analyzing consumer data to make informed brand decisions.

Uncover the secrets to unlocking consumer preferences and gain a competitive edge in the market.

Module 3

Brand Strategy Development

Unleash the art of Brand Strategy Development in this module.

Craft a compelling brand vision, mission, and values that resonate with your audience.

Create a unique brand positioning statement to stand out in the market.

Design a comprehensive brand architecture and portfolio strategy.

Align your brand purpose seamlessly with your overall brand strategy for a powerful and cohesive brand identity.

Module 4

Brand Identity, Design & Story

Immerse yourself in the world of Brand Identity, Design & Story in this module.

Craft a compelling brand identity, from visuals to taglines. Explore design principles, style guidelines, and packaging to create a captivating brand story.

Learn to maintain brand consistency across touchpoints and leverage AI for seamless design and visual branding processes.

Module 5

Brand Communication and advertising

Explore the realm of Brand Communication and Advertising in this module.

Develop an integrated communication strategy and execute impactful marketing campaigns.

Learn to evaluate the effectiveness of your brand communication efforts and leverage AI for successful advertising campaigns.

Module 6

Brand Equity, Brand Loyalty, Brand Extensions and Innovation

Delve into the fascinating world of Brand Equity, Loyalty, Extensions, and Innovation in this module.

Understand the concept of brand equity, measure its value, and explore brand extensions.

Learn to build brand loyalty, monitor brand performance, and assess extension opportunities while driving innovation to stay relevant in the market.



Module 7

Digital Branding and Online Marketing

Unveil the world of Digital Branding and Online Marketing in this module.

Harness the power of digital platforms for effective brand building and customer engagement.

Learn to implement winning online marketing strategies, optimize your digital brand presence, and leverage AI tools for cutting-edge digital branding and marketing.

Module 8

Brand Performance Measurement and Analysis

Explore Brand Performance Measurement and Analysis to elevate your brand management expertise in this module.

Define crucial KPIs and brand performance metrics to assess brand health. Conduct brand audits and employ data analytics for in-depth brand analysis.

Acquire the skills to gauge brand success and make data-driven decisions for sustainable growth.



Module 9

Brand Management In A Global Context and Different Industries

Delve into Brand Management in a Global Context and Different Industries in this module.

Explore challenges and opportunities of managing global brands in diverse cultural environments.

Learn to adapt brand strategies for international markets and leverage AI for effective global brand management and localization.

Overcome hurdles in global brand management to thrive in an ever-evolving global landscape.

Module 10

Brand Crisis Management and Future Trends

Dive into Brand Crisis Management and Future Trends in this module.

Learn to prepare for and navigate brand crises with effective crisis response plans. Implement proactive reputation management strategies to safeguard brand image.

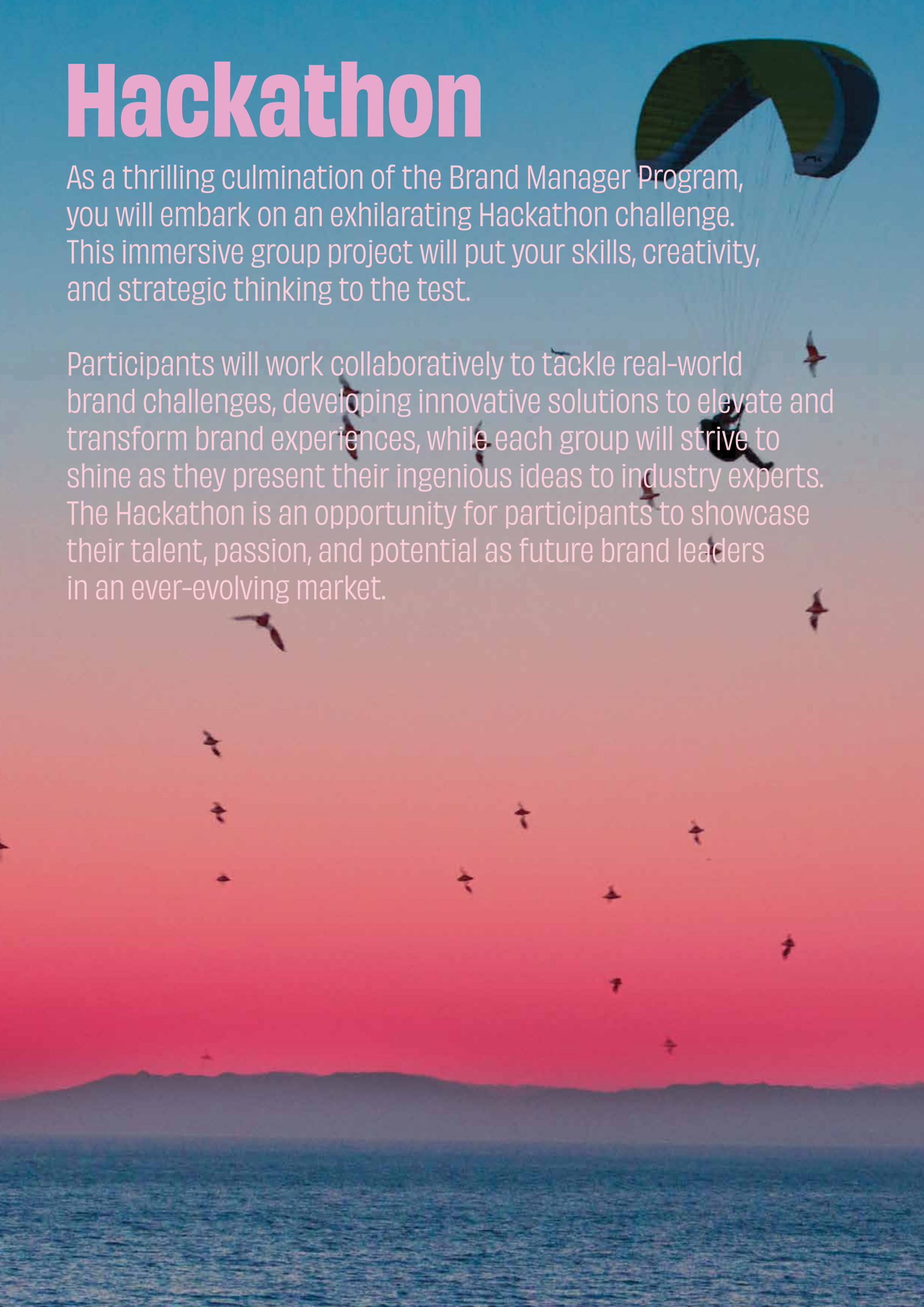
Explore emerging trends in brand management and assess the impact of AI on future brand practices to stay ahead in the dynamic business landscape.



Hackathon

As a thrilling culmination of the Brand Manager Program, you will embark on an exhilarating Hackathon challenge. This immersive group project will put your skills, creativity, and strategic thinking to the test.

Participants will work collaboratively to tackle real-world brand challenges, developing innovative solutions to elevate and transform brand experiences, while each group will strive to shine as they present their ingenious ideas to industry experts. The Hackathon is an opportunity for participants to showcase their talent, passion, and potential as future brand leaders in an ever-evolving market.



Global Powerhouse Mentorship

Embark on an exhilarating Brand Manager journey with our world-spanning faculty dream team.

Unleash your potential under the mentorship of trailblazing leaders who have worked with iconic brands like **Google, Unilever, RB and many other top brands** as they ignite your passion for global brand building, digital innovation, and strategic mastery!

Sample Schedule

- One module per week
- 4 hours of live virtual classes per week
- Tuesdays & Wednesdays - 7 pm to 9 pm (IST)

As the program concludes, an exhilarating and engaging hackathon awaits, offering you an exciting opportunity to showcase your skills.

Participants will receive a project brief to craft their presentations, which will be presented to a panel of esteemed judges.

Get ready to impress with your creativity and expertise!

Essential Requirements:

- Access to Zoom, One Drive & WhatsApp
- Video presence is required throughout
- 80% attendance is mandatory

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Fee and Payment Options

For Sri Lankan Students

Tuition Fee - LKR 175,000
Early Bird Offer - LKR 160,000 (Save LKR 15,000)

*Pay through bank deposit, bank transfer, or via myfees.lk using electronic cards
*2-part installment plans available
*0% installment plan available on selected credit cards through myfees.lk
*All additional charges imposed by the payment gateway or financial institutions should be borne by the Sender.

For International Students

Tuition Fee - USD 750
Early Bird Offer - USD 700 (Save USD 50)

*One-off payments must be made via wire transfers.
*Installment plans are not available.
*For payments made through myfees.lk using electronic cards, applicable exchange rates will be considered for the conversion to the local currency.
*All additional charges imposed by the payment gateway or financial institutions should be borne by the Sender.

Embark on a transformative 10-week journey and unlock your true potential as a skilled and visionary Brand Manager.



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