



**INTELLECTUAL PROPERTY
TECHNOLOGY SDN. BHD.**
(949502-M)

TRAINING PROGRAMME OUTLINE

Title	MAKE YOUR BRAND WORKS
Type of Programme	Non-technical
Skills Area	Intellectual Property
Duration	2 days (8 hours / day)
Target group	Brand Marketers, Product Executives, Business Strategists, Managers, Marketing Consultants, Entrepreneurs and those who are dealing with products and brands from all types of industries.
Target Industry/Industries for the courses	FMCG Businesses, Service Businesses, OEM Manufacturers, Banking and Finance, Education, Professional Services, e-Commerce and any other industries that possess brand IP.
Certification	Nil
Objective	1. To understand the underlying factors that make a brand works. 2. To acquire practical knowledge in managing brand more effectively.
Training Methodology	Interactive lecture, case studies, and hands on exercises.
Course Contents	DAY 1 <ol style="list-style-type: none">1. A brand is more than just a name & logo2. Create a distinctive brand identity3. Develop strong brand associations4. Shaping the brand Image DAY 2 <ol style="list-style-type: none">1. Positioning your brand effectively2. Integrate brand communications3. Implement brand experience activities4. Ensure your brand works forever
Course Fee	RM10,000 for 2 days inclusive of training materials