



iUniversity
BY IYDA

Brand Management & Consumer Strategy Bootcamp

iUniversity by IYDA

Duration	5 Months
Learning Hours	190 Hours
Mode	Online / Offline / Hybrid
Eligibility	10+2 / Graduate / Working Professionals
Level	Beginners to Advanced
Certification	Certificate of Completion from iUniversity by IYDA

Module 1: Introduction to Brand Management

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 2: Consumer Behaviour and Psychology

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 3: Market Research and Consumer Insights

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 4: Brand Positioning and Identity

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 5: Brand Communication Strategies

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 6: Digital Branding and Social Media

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 7: Customer Experience Management

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 8: Product and Portfolio Strategy

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 9: Integrated Marketing Communications

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 10: Brand Performance Measurement

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 11: Innovation and Brand Growth

Hands-on learning through case studies, branding simulations, and practical assignments.

Module 12: Capstone Project and Industry Case Studies

Hands-on learning through case studies, branding simulations, and practical assignments.

Tools & Platforms Covered:

- Google Analytics
- Meta Business Suite
- Canva
- SEMrush
- SurveyMonkey
- HubSpot CRM
- Google Trends
- Hootsuite
- Power BI
- Excel

Career Opportunities:

- Brand Executive
- Brand Manager
- Consumer Insights Analyst
- Marketing Executive
- Digital Brand Specialist
- Product Marketing Executive
- Customer Experience Associate