



**iUniversity**  
BY IYDA

## **Executive Certificate in Brand Management & Consumer Strategy**

### **iUniversity by IYDA**

Duration	5 Months
Learning Hours	190 Hours
Mode	Online / Offline / Hybrid
Eligibility	Graduate / Final Year Students / Working Professionals
Level	Beginners to Advanced
Certification	Executive Certificate from iUniversity by IYDA

#### ***Module 1: Introduction to Brand Management***

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

#### ***Module 2: Consumer Behaviour and Market Psychology***

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

#### ***Module 3: Market Research and Consumer Insights***

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

#### ***Module 4: Brand Positioning and Identity Development***

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

#### ***Module 5: Strategic Brand Communication***

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

#### ***Module 6: Digital Branding and Social Media Strategy***

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

### ***Module 7: Customer Experience and Engagement***

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

### ***Module 8: Product and Portfolio Management***

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

### ***Module 9: Integrated Marketing Communications***

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

### ***Module 10: Brand Performance Measurement***

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

### ***Module 11: Innovation and Brand Growth Strategy***

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

### ***Module 12: Capstone Project and Industry Case Studies***

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

### ***Tools & Platforms Covered:***

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

### ***Career Opportunities:***

- Brand Manager
- Brand Executive
- Consumer Insights Analyst

- Marketing Strategist
- Digital Brand Specialist
- Product Marketing Manager
- Customer Experience Specialist