



● INTERMEDIATE :

BRANDING & MARKETING

Branding & Marketing is designed to guide the BIT entrepreneurs to strengthen their brand and establish the marketing strategies.

LEARNING OUTCOME

- Understand the importance of brand position.
- Build up the company's branding
- Strengthen their brand's identity
- Determine various types of localised marketing and experiential marketing
- Develop impactful marketing initiatives for the business

LEARNING METHODOLOGY

- Lecture - based classroom
- Interactive group discussion
- Presentation

WHO SHOULD ATTEND

- BIT Pre Franchisor

