

	<u>Topics</u>	<u>Time</u>	<u>Exams/Projects</u>
Module 1. Brand Management Fundamentals	Current Trends in Brand Management	Week 1-3	
	Brand Identity vs. Brand Image		
	Brand Consistency		
	Digital Brand Strategies and Experiences		
	Brand Refresh vs. Rebrand		
	Old Spice Rebranding Case Study: A Transformation from Tradition to Trendsetting		
	How to Measure Brand Health (Optional)		
	The Role of Media in Branding (Optional)		
	Conclusion and Future Directions in Brand Management (Optional)		
Module 2. Brand Definition and Ecosystem	Brand and Related Concepts	Week 4-5	
	Power of Brands		
	The 3B's of Marketing: Business, Brand, and Behavior		
	Sales Funnel and Customer Journey		
	Moving from Customers to Consumers (Optional)		
	Branding Inside Out: Values, Mission, Vision		
	Aligning Business, Brand, and Behavior (Optional)		
	Bridging Brand Promise and Delivery		
	Evolving Competitive Environment (Optional)		
	Case Study: The Magic of Disney		
		Week 4: Brand Terminology Exam	
		Module 2. Project Developing a Brand Strategy	
Module 3. Brand Purpose and Differentiation	Definition of Brand Purpose	Week 6	
	Brand Purpose and Employee Motivation (Optional)		
	Brand Differentiation		
	Deep Customer Insights		
	Case Study: Lego's Transformation		
	Business-to-Business Solutions (Optional)		
		Module 3. Project Analyzing B2B Marketing Strategies of Israeli Tech Companies	
Module 4. 3 E's of Branding	Efficiency	Week 7-8	
	Effectiveness		
	Experience		
	Value Creation and the 3 E's (Optional)		
		Module 4. Project Diagramming a Value Creation Process	
Module 5. Target Audience	Definition of Target Audience	Week 9-10	
	Market Segmentation		
	Steps to Define Your Target Audience		
	Targeting Strategy		
	Target Audience and Market Positioning		
	Google Analytics		
	Meta Business Manager and Facebook Ads Accounts		
	Targeting Settings		
		Module 5. Project Target Audience Research with Google Analytics and Facebook Insights and Ads	
Module 6. AI-Driven Market Analysis	Overview of Available AIs (use cases)	Week 11-14	
	Insights into Market Dynamics		
	Market Analysis Breakdown and AI application		
	Competitor analysis using AI analytics tools		
	Making Data-Driven Marketing Decisions. Quantitative Analysis		
	Value Proposition (Optional)		
	Customer Lifetime Value (CLV) Prediction using AI (Optional)		
	Designing Market Experiments: Miniscale, A/B, Multiple (Optional)		
Module 7. AI-Powered Brand Evaluation	In-depth SWOT Analysis	Week 15-16	
	SMART Goals for Brand Development		
	AI-powered Brand Evaluation and Customer Insights		
		Module 7. Project Report-Based Brand Evaluation with GPT-4	

Module 8. Personalized Audience Engagement	Crafting Marketing Messages and Mini Campaigns Tailored to Preferences and Interests	Week 17-18	Module 8. Project Personalized Audience Engagement through AI-Generated Customer Insights
	User-generated Content		
	Visual Content Creation for Brand Identity Development and Advertising (Optional)		
Module 9. AI-Assisted Brand Positioning	Shape Your Brand Platform with AI	Week 19-20	Module 9 Project AI-Assisted Brand Positioning Strategy
	Define Effective Tone of Communication (Optional)		
	Determine Optimal Product Pricing		
	Business Strategy & Media Marketing		
Module 10. Media Marketing	Types of Content (Optional)	Week 21-25	Module 10. Project Strategic Social Media Marketing Campaign
	Content Strategy Development		
	Content Creation Tools		
	Engaging Content Creation		
	User Engagement Strategies		
	Text & Visuals		
	Promotional Tools: Advertising, Targeting, Retargeting, Analytics and Reporting		
Module 11. Building Brand Influence Through Partnerships (Optional)	Influential Partner Mapping (Optional)	Week 26-27	Module 11. Project Brand Influence Marketing Campaign Launch
	Partner's Impact Analysis (Optional)		
	Brand Influence Marketing Strategy (Optional)		
	Customer Development (Optional)		
Module 12. Web Development	CJM (Customer Journey Map) for Web Development	Week 28-33	Module 12. Project Complete Web Development Project
	Idea Generation		
	Basic Design Principles		
	Wix		
	WordPress (Optional)		
	Tilda (Optional)		
	PRO Features (Optional)		
	Web Analytics and SEO		
Release			
Module 13. AI-Enhanced Marketing Campaigns	Goal Setting	Week 34-38	Final Project. AI-Enhanced Marketing Campaign Launch
	Target Audience Identification		
	Campaign Planning		
	Content Creation		
	Technology and Tools Setup		
	Execution		
	Monitoring and Adjusting		
	Evaluation and Reporting		
	Post-Campaign Follow-Up		