



DIPLOMA IN STRATEGIC BRAND MANAGEMENT



SLIM

Sri Lanka Institute of Marketing

PROGRAM

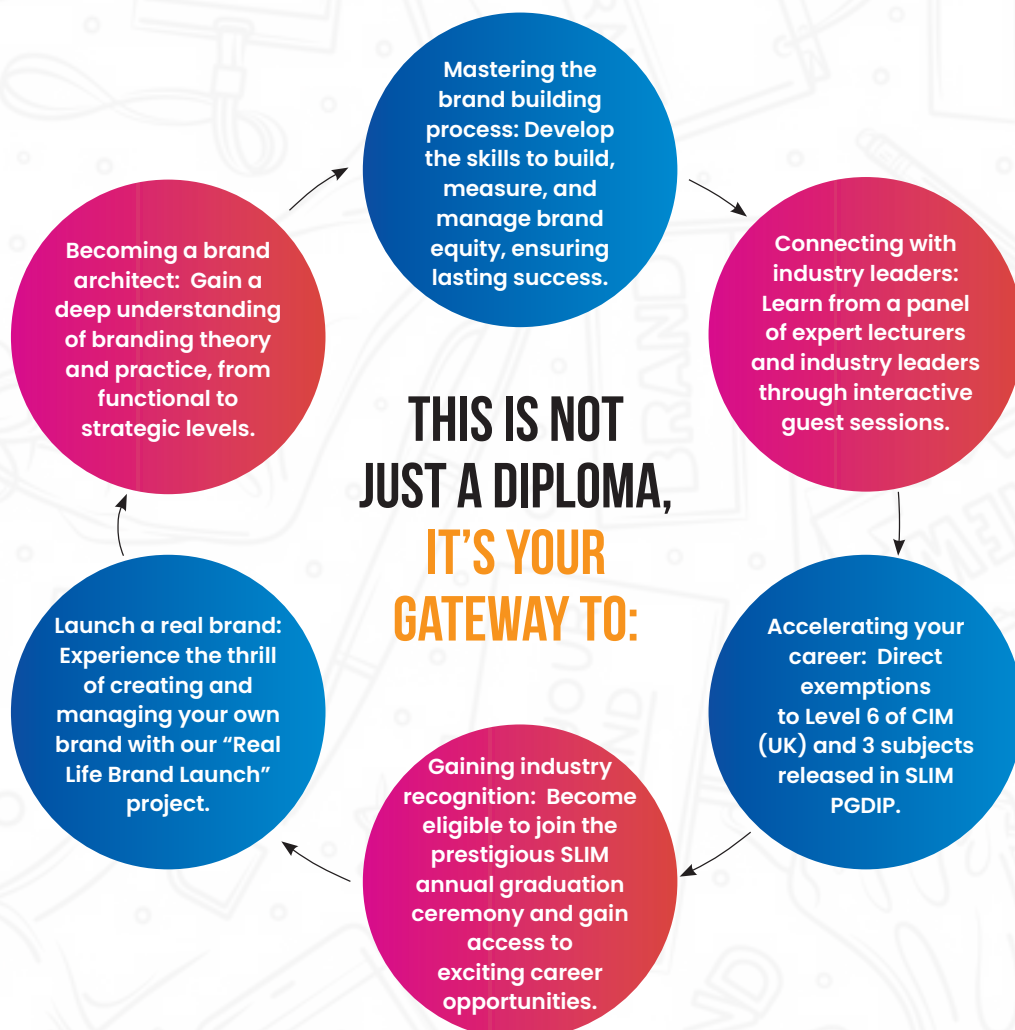
OVERVIEW



In a world driven by brands, your journey to success starts here.

From the coffee you sip to the clothes you wear; brands shape our lives and experiences. But beyond the products and services, they represent a powerful promise, an emotional connection.

SLIM, the National Body for Marketing, proudly presents the Diploma in **Strategic Brand Management (DSBM)**, a 1 Year program that will empower you to master the art and science of brand building.



The DSBM at SLIM is the **ONLY** and **MOST** practical, performance - oriented program in Sri Lanka.

PROGRAM STRUCTURE

The Diploma in Strategic Brand Management is a 1 Year part-time program which gives students an integrated learning experience through the brand launch. DSBM will prepare students to face any challenges in today's competitive world.

EVALUATION STRUCTURE

Examination 1 (Stage I – Modules I & II)

Examination 2 (Stage II – 3rd, 4th & 5th Modules)

100 Marks

50%

Integrated Learning Experience (Students' brand launch)

100 Marks

50%

Total

100%



CONTENT OF PROGRAMME

MODULE 01

Introduction to Marketing

Introduction to Marketing

Segmentation / Targeting / Positioning

Marketing Mix

Marketing Research and Research Brief

Understanding the Consumer

Introduction to Brand Plan Structure and Elements

Personal Branding

MODULE 2

Brand Planning

Introduction to Branding

Creating a Brand

Brand Equity

Brand Positioning

Branding and Marketing Programs

Branding and Marcom

Integrated Media Planning

Brand Strategy

Creative and Media Brief

Brand Finance, Basic Finance (P & L etc.)

Trade and Category Management

Sales Forecasting / Market Share Monitoring

Managing Brand Architecture

Personality Attributes of a Brand and Brand Imaging

CONTENT OF PROGRAMME

MODULE 03

Building Brands in Digital World

Digital Branding Fundamentals

Branding on Social Media

Digital Advertising and Paid Media

Brand Reputation Management Online

Analytics and Metrics for Digital Brand Performance

Emerging Digital Technologies and Branding (Additional)

MODULE 04

Strategic Implications in Brand

Strategic Implications of Branding

Brand and Business Models

Brand Diversity

Managing Retail Brands

The New Brand Management

Brand Identity and Positioning

Growing the Brand

MODULE 05

Managing Brands Over Time

Role of a Brand Manager

Project Management Essentials for Brand Managers

Exploring Modern Branding Strategies
(From Purpose-Led to Innovation-Led Approaches)

Sustaining a Brand Long Term

Brand Overtime

Multibrand Portfolios

Handling Name Changes and Brand Transfer

Brand Turnaround

Brands in a Borderless World

BRAND ADVENTURES





SLIM

Sri Lanka Institute of Marketing

The Sri Lanka Institute of Marketing (SLIM) is the apex body for Sri Lankan Marketers, which was founded in 1970 and subsequently incorporated by an act of Parliament in 1980, recognized as the National Body for Marketing in Sri Lanka. SLIM is a 'not-for-profit' organization mandated to uplift the Marketing profession in Sri Lanka.



SLIM Home

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