

HRODC Postgraduate Training Institute



A Postgraduate - Only Institution



#135

**Global Marketing: Local, National and
International Marketing Strategic Plan and
Implementation**

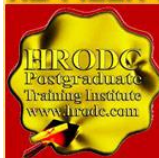
Programme

Leading To:

POSTGRADUATE DIPLOMA IN

**Global Marketing: Local, National and
International Marketing Strategy**

HRODC Postgraduate Training Institute
HQ : 122A Bhylls Lane, Castlecroft, Wolverhampton, West Midlands WV3 8DZ, UK



Prof. Dr. Ronald B. Crawford - Director

PhD (Uni London); M. Ed. M (Bristol); PGCIS (UWL); Adv. Dip. Sc. Ed (Bristol); Dip. Doc.
Res. (Uni Wlv); F.I.M.S.; HR. S. (I.M.S.); Exec. M. AOM; M. AAM; M.I.S.G.S.; M.S.C.O.S.;
M. RG. C.



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<https://www.hrodc.london/postgraduateshortcourses.com/>

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HRODC Postgraduate Training Institute, A Postgraduate-Only Institution


Our UK Government's Verification and Registration

Our Institute is Verified by, and Registered with, the United Kingdom (UK) Register of Learning Providers (UKRLP), of the Department for Education (DfE). Its UK Provider Reference Number (UKPRN) is: 10019585 and might be located at: <https://www.ukrlp.co.uk/>.

Programme Coordinator:

Prof. Dr. R. B. Crawford is the Director of HRODC Postgraduate Training Institute, A Postgraduate-Only Institution. He has the following Qualifications and Affiliations:

- Doctor of Philosophy {(PhD) {University College London (UCL) - University of London}};
- MEd Management (University of Bath);
- Postgraduate (Advanced) Diploma Science Teacher Ed. (University of Bristol);
- Postgraduate Certificate in Information Systems (University of West London, formerly Thames Valley University);
- Diploma in Doctoral Research Supervision, (University of Wolverhampton);
- Teaching Certificate;



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- Fellow of the Institute of Management Specialists;
- Human Resources Specialist, of the Institute of Management Specialists;
- Member of the Asian Academy of Management (MAAM);
- Member of the International Society of Gesture Studies (MISGS);
- Member of the Standing Council for Organisational Symbolism (MSCOS);
- Member of ResearchGate;
- Executive Member of Academy of Management (AOM). There, his contribution incorporates the judging of competitions, review of journal articles, and guiding the development of conference papers. He also contributes to the Disciplines of:
 - Human Resources;
 - Organization and Management Theory;
 - Organization Development and Change;
 - Research Methods;
 - Conflict Management;
 - Organizational Behavior;
 - Management Consulting;
 - Gender & Diversity in Organizations; and
 - Critical Management Studies.

Professor Dr. Crawford has been an Academic in the following UK Universities:

- University of London (Royal Holloway), as Research Tutor;
- University of Greenwich (Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- University of Wolverhampton, (Wolverhampton Business School), as Senior Lecturer (Associate Professor), in Organisational Behaviour and Human Resource Management;
- London Southbank University (Business School), as Lecturer and Unit Leader.


His responsibilities in these roles included:

- Doctoral Research Supervisor;
- Admissions Tutor;
- Postgraduate and Undergraduate Dissertation Supervisor;
- Programme Leader;
- Personal Tutor

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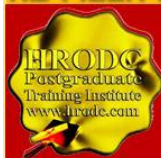


For Whom This Course is Designed

This Programme is Designed For:

- Marketing Executives;
- Product Designers;
- Relationship Managers;
- Customer Service Managers;
- Client Service Managers;
- Marketing Researchers;
- Sales Managers;
- Sales Executives;
- Corporate Directors;
- Divisional Directors;
- Marketing Lecturers;
- Marketing Consultant;
- Brand Managers;
- Life Cycle Specialists;
- All others interested in ensuring that there is a high rate of return on Marketing Investment.

Classroom-Based Duration and Cost:	
Classroom-Based Duration:	12 Weeks (5 Days per Week)
Classroom-Based Cost:	£45,000.00 Per Student
Online (Video-Enhanced) Duration and Cost	
Online Duration:	20 Weeks – 3 Hours Per Day, 6 Days Per Week
Online Cost:	£30,150.00 Per Student



Classroom-Based Programme Cost includes:

- Free Continuous snacks throughout the Event Days;
- Free Hot Lunch on Event Days;
- Free City Tour;
- Free Stationery;
- Free On-site Internet Access;
- Postgraduate Diploma/ Diploma – Postgraduate –or
- Certificate of Attendance and Participation – if unsuccessful on resit.

Students and Delegates will be given a Selection of our Complimentary Products, which include:

- **Our Branded Leather Conference Folder;**
- **Our Branded Leather Conference Ring Binder/ Writing Pad;**
- **Our Branded Key Ring/ Chain;**
- **Our Branded Leather Conference (Computer – Phone) Bag – Black or Brown;**
- **Our Branded 8-16 GB USB Flash Memory Drive, with Course Material;**
- **Our Branded Metal Pen;**
- **Our Branded Polo Shirt.;**
- **Our Branded Carrier Bag.**

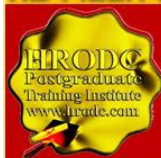
Daily Schedule: 9:30 to 4:30 pm.

Delivery Locations:

1. **Central London, UK;**
2. **Dubai, UAE;**
3. **Kuala Lumpur, Malaysia;**
4. **Amsterdam, The Netherlands;**
5. **Brussels, Belgium;**
6. **Paris, France; and**
7. **Durban, South Africa;**
8. **Other International Locations, on request.**

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Global Marketing: Local, National and International Marketing Strategic Plan and Implementation				
Leading to Postgraduate Diploma in Global Marketing: Local, National and International Marketing Strategy				
Module Number	Pre-existing Course #	Module Title	Page #	Credit Value
135.M1	113.1	Marketing Dynamics: Effective Customer and Customer-Driven Value, Orientation and Strategy (1)	7	Single
135.M2	113.2	Marketing Dynamics: Effective Customer and Customer-Driven Value, Orientation and Strategy (2)	9	Single
135.M3	113.3	Marketing Dynamics: Effective Customer and Customer-Driven Value, Orientation and Strategy (3)	10	Single
135.M4	113.4	Marketing Dynamics: Effective Customer and Customer-Driven Value, Orientation and Strategy (4)	12	Single
135.M5		International Marketing: Examining the Concept of Marketing within the Context of Global Marketplace	13	Double
135.M6		E-Marketing: The Role of Digital Media within the Marketing Function	18	Double
135.M7		Strategic Brand Management: An International Perspective	22	Triple
135.M8		Marketing Plan Preparation	32	Single

Global Marketing: Local, National and International Marketing Strategic Plan and Implementation, Programme

Leading to Postgraduate a Postgraduate Diploma in Global Marketing: Local, National and International Marketing Strategy

Programme Contents, Concepts and Issues

Module 1

Marketing Dynamics: Effective Customer and Client-Driven Value, Orientation and Strategy (1)

M1 - Part 1: Marketing: Creating and Capturing Customer Value

- Defining and Deconstructing Marketing;
- Understanding the Marketplace and Customer Needs;
- Designing a Customer-Driven Marketing Strategy;
- Preparing an Integrated Marketing Plan and Program;
- Building Customer Relationships;
- Capturing Value from Customers;
- The Changing Marketing Landscape.

M1 - Part 2: Company and Marketing Strategy: Partnering to Build Customer Relationships

- Companywide Strategic Planning: Defining Marketing's Role;
- Designing the Business Portfolio;
- Planning Marketing: Partnering to Build Customer;
- Relationships;
- Marketing Strategy and the Marketing Mix;
- Managing the Marketing Effort;
- Measuring and Managing Return on Marketing Investment.

M1 - Part 3: Analysing the Marketing Environment

- The Company's Microenvironment;
- The Company's Macro-environment;
- Demographic Environment;
- Economic Environment;
- Natural Environment;
- Technological Environment;
- Political and Social Environment;
- Cultural Environment;
- Responding to the Marketing Environment.

M1 - Part 4: Managing Marketing Information to Gain Customer Insights

- Marketing Information and Customer Insights;
- Assessing Marketing Information Needs;
- Developing Marketing Information;
- Marketing Research;
- Analyzing and Using Marketing Information;
- Other Marketing Information Considerations.

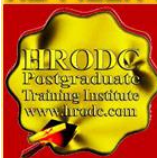
Module 2 Marketing Dynamics: Effective Customer and Client – Driven Value, Orientation and Strategy (2)

M2 - Part 1: Understanding Consumer and Business Buyer Behaviour

- Consumer Markets and Consumer Buyer Behavior;
- Model of Consumer Behavior;
- Characteristics Affecting Consumer Behavior;
- The Buyer Decision Process;
- The Buyer Decision Process for New Products;

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- Business Markets and Business Buyer Behavior;
- Business Markets;
- Business Buyer Behavior;
- The Business Buying Process;
- E-Procurement.

M2 - Part 2: Customer-Driven Marketing Strategy: Creating Value for Target Customers

- Customer-Driven Marketing Strategy;
- Market Segmentation;
- Market Targeting;
- Differentiation and Positioning.

M2 - Part 3: Products, Services, and Brands: Building Customer Value

- What is a Product?;
- Product and Service Decisions;
- Services Marketing;
- Branding Strategy: Building Strong Brands.

M2 – Part 4: Developing New Products and Managing the Product Life Cycle

- New-Product Development Strategy;
- The New-Product Development Process;
- Managing New-Product Development;
- Product Life-Cycle Strategies;
- Product Decisions and Social Responsibility;
- International Product and Services Marketing.

Module 3

Marketing Dynamics: Effective Customer and Client – Driven Value, Orientation and Strategy (3)

M3 - Part 1: Pricing: Understanding and Capturing Customer Value

- What is a Price?;
- Customer Perceptions of Value;
- Company and Product Costs;
- Other Internal and External Considerations Affecting Price Decisions;
- New-Product Pricing;
- Product Mix Pricing;
- Price-Adjustment Strategies;
- Price Changes.

M3 - Part 2: Marketing Channels: Delivering Customer Value

- Supply Chains and the Value Delivery Network;
- The Nature and Importance of Marketing Channels;
- Channel Behavior and Organization;
- Channel Design Decisions;
- Channel Management Decisions;
- Marketing Logistics and Supply Chain Management.

M3 - Part 3: Retailing and Wholesaling

- Retailing;
- Retailer Marketing Decisions;
- Retailing Trends and Developments;
- Wholesaling.

M3 - Part 4: Communicating Customer Value: Advertising and Public Relations

- The Promotion Mix;
- Integrated Marketing Communications;
- Advertising;
- Setting Advertising Objectives;
- Setting the Advertising Budget;
- Developing Advertising Strategy;
- Evaluating Advertising Effectiveness and Return on Advertising Investment;
- Other Advertising Considerations’;
- Public Relations;
- Major Public Relations Tools.

Module 4 Marketing Dynamics: Effective Customer and Client – Driven Value, Orientation and Strategy (4)

M4 - Part 1: Communicating Customer Value: Personal Selling and Sales Promotion

- The Nature of Personal Selling;
- The Role of the Sales Force;
- Managing the Sales Force;
- The Personal Selling Process;
- Sales Promotion.

M4 - Part 2: Direct and Online Marketing: Building Direct Customer Relationships

- Growth and Benefits of Direct Marketing;
- Customer Databases and Direct Marketing;
- Forms of Direct Marketing;
- Online Marketing;
- Setting up an Online Marketing Presence;
- The Promise and Challenges of Online Marketing;
- Public Policy Issues in Direct Marketing.

M4 - Part 3: The Global Marketplace

- Looking at the Global Marketing Environment;
- Deciding Whether to Go Global;
- Deciding Which Markets to Enter;
- Deciding How to Enter the Market;
- Deciding on the Global Marketing Program;
- Deciding on the Global Marketing Organization.

M4 - Part 4: Sustainable Marketing Social Responsibility and Ethics

- Sustainable Marketing;
- Social Criticisms of Marketing;
- Consumer Actions to Promote Sustainable Marketing;
- Business Actions Toward Sustainable Marketing;
- Marketing Ethics;
- The Sustainable Company.

Module 5 International Marketing

M5 - Part 1: International Marketing: An Overview

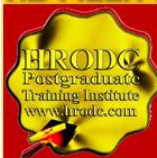
- Introduction to International Marketing: Identifying its Scope and Challenges:
 - The Internationalization of Business;
 - Defining International Marketing;
 - The International Marketing Task;
 - Importance of Environmental Adjustments;
 - Obstacles;
 - Becoming International;
 - International Marketing Orientations;
 - Globalisation of Markets;
 - Global Awareness Development;
 - Basics of International Marketing.
- Understanding the Dynamics of International Markets:
 - The Twentieth Century;
 - The Concept of Balance of Payment;
 - Protectionism;
 - Trade Restrictions.

M5 - Part 2: The Influence of Culture in International Marketing

- Towards Cultural Understanding:
 - Geography and International Markets;
 - Geography, Nature and International Trade;
 - World Trade Routes;
 - Historical Perspective on International Market.
- Examining the Cultural Dynamics in International Marketing:
 - Cultural Knowledge;

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- Elements of Culture;
 - Cultural Change;
 - Planned Cultural Change;
 - Effects of Innovation.
- Determining the Business Customs and Practices in International Marketing:
- Organisational Adaptation;
 - Looking into Different Business Practices;
 - Business Ethics.
- Coping with the International Political and Legal Environment:
- Political Environments;
 - Political Risks;
 - Encouraging Foreign Investments;
 - Assessing Political Vulnerability;
 - Reducing Political Vulnerability;
 - Legal Environments;
 - Legal Remedy in the Resolution of International Disputes;
 - Protecting Intellectual Property Rights;
 - Commercial Law within Countries;
 - Legal Environment of the European Union.
- Conducting International Marketing Research:
- Breadth and Scope of International Marketing Research;
 - The Research Process;
 - Responsibility for Conducting Marketing Research;
 - Estimating Marketing Demand;
 - Multinational Marketing Information System.
- Analysing the Emerging Markets and Market Behaviour:
- Marketing and Economic Development;
 - Marketing In a Developing Country;

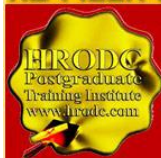
- Emerging Markets;
 - Innovating Marketing Behaviour and Market Segmentation.
- Multinational Market Regions and Market Groups:
- The Concept of La raison d'être;
 - Patterns of Multinational Cooperation;
 - Global Market and Multinational Market Groups;
 - Future Multinational Market Groups;
 - Strategic Implications for Marketing.

M5 - Part 3: Formulating Effective International Marketing Strategies and Developing a Plan

- International Marketing Strategies:
- International Marketing Management;
 - Competition in the Global Marketplace;
 - Formulating International Marketing Strategies;
 - Strategic Planning.
- Developing International Market Entry Strategies:
- Why Engage In Global Marketplace?;
 - Market Servicing Strategies;
 - Assessing Market Opportunity;
 - Selecting a Country;
 - Strategic International Alliances;
 - Market Entry Strategies.
- Exporting, Managing and Logistics Regulations and Restrictions:
- Exporting and Importing, Regulations and Restrictions;
 - Custom-Privileged Facilities;
 - Required Export Documents;
 - Terms of Sales;
 - Logistics;

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- The Foreign-Freight Forwarders.
- Developing Consumer Products for International Markets:
 - International Markets and Product Development;
 - The Link between Products and Culture;
 - Product Life Cycle and Adaptation;
 - Examining Products for Adaptation;
 - Quality Products.
- Marketing Industrial Products and Business Services:
 - The Industrial Product Market;
 - Attributes of Product Quality;
 - Relationship Marketing;
 - Promoting Industrial Products;
 - Marketing Services Globally.
- The International Distribution System:
 - International Advertising;
 - Challenges of International Marketing;
 - Media Planning and Analysis;
 - Sales Promotion;
 - International Advertising and the Communication Process;
 - The Advertising Agency;
 - International Control of Advertising.
- Personal Selling and Negotiations in International Markets:
 - Selling In International Markets;
 - International Sales Force Recruitment;
 - Cross-Cultural Negotiations.
- Price-Determinants in International Markets:
 - Pricing Policy;
 - Factors Influencing International Pricing;

- Administered Pricing;
- Transfer Pricing;
- Dumping Price Quotations;
- Countertrade as Pricing Tool.

M5 - Part 4: Ethical, Financial and Management Issues in International Marketing

- Ethics and Social Responsibility:
 - Ethical Environment;
 - Defining Social Responsibility;
 - Ethics and International Marketing;
 - Ethical Behaviour in International Marketing.
- How to Finance and Manage the International Marketing Operations:
 - Capital Needs for International Marketing;
 - Sources of Government Funds for International Marketing;
 - Financial Risk and Risk Management;
 - Managing Financial Risk;
 - Marketing and Organisation;
 - Issues Influencing a Structure;
 - The Changing Profile of the International Manager;
 - Managing International Personnel;
 - Non-Western Management Style.

Module 6 E-Marketing: The Role of Digital Media within the Marketing Function

M6 - Part 1: Overview of Marketing

- Benefits and Risks of E-Marketing;
- Business-To-Consumer (BC2);
- Business-To-Business (B2B);
- Customer-To-Business (C2B);
- Customer-To-Customer (C2C);
- E-Business vs. E-Commerce vs. E-Business;
- Poor E-Marketing;
- Objectives of E-Marketing;
- Introduction to E-Strategy;
- E-marketing Tactics, Actions and Control.

M6 - Part 2: The Concept of Remix

- Introduction to Remix;
- Defining Marketing Mix;
- Beyond The Mix;
- Product;
- Price;
- Place;
- Promotion;
- People;
- Physical Evidence;
- Process;
- Partnership.

M6 - Part 3: Developing E - Models

- Introduction to E-Models;
- New Models;
- E-Marketplace Models;
- Online Revenue Models;
- Digital Communications Models;
- Models for Assessing Online Communication Effectiveness;
- Web 2.0 and Social Network Models;
- Customer Buying Models;
- Customer Information Processing;
- Loyalty Models.

M6 - Part 4: Dealing with E-Customers

- Introduction to E-Customers;
- Motivations;
- Expectations;
- Fears and Phobias;
- The Online Buying Process;
- Online Information Processing;
- Online Relationships and Royalty;
- Communities and Social Networks;
- Customer Profiles;
- Researching the Online Customer;
- The Post-PC Customer.

M6 - Part 5: Selecting Available E-Tools

- Introduction to E-Tools;
- Technology Development and Customer Impact;
- Interactive Digital TV;

- Digital Radio;
- Mobile Devices;
- Interactive Self-Service Kiosks;
- Miscellaneous Tools;
- Repurposing Content;
- Convergence;
- Integrated Campaign.

M6 - Part 6: Engineering Website Design

- Introduction to Website Design;
- Integrated Design;
- Online Value Proposition;
- Customer Orientation;
- Dynamic Design and Personalisation;
- Aesthetics;
- Page Design;
- Copywriting;
- Navigation and Structure;
- Interaction.

M6 - Part 7: The Concept of Traffic Building

- Introduction to Traffic Building;
- Search Engine Marketing;
- Online PR;
- Online Partnership;
- Interactive Advertising;
- Opt-In E-Mail;
- Viral Marketing;
- Offline Traffic Building;
- Control;
- Resourcing.

M6 - Part 8: Establishing E-Customer Relation Management (CRM)

- Introduction to CRM;
- Relationship Marketing;
- Database Marketing;
- E-CRM;
- Profiling;
- Personalisation;
- E-Mail Marketing;
- Control Issues;
- Cleaning Database.

M6 - Part 9: Engaging in E-Business

- Introduction to E-Business;
- E-Business Architecture;
- An E-Business Value Framework;
- Buy-Side Applications;
- In-Side Applications;
- Clearing the E-Business;
- E-Business Security;
- E-Business Success Criteria;
- E-Business Failure Criteria.

M6 - Part 10: Conducting E-Planning

- Introduction to E-Marketing Planning;
- Situation Analysis;
- Objectives;
- Strategy;
- Tactics;
- Actions;

- Control;
- Resources.

Module 7 Strategic Brand Management: An International Perspective

M7 - Part 1: Overview of Brand Management

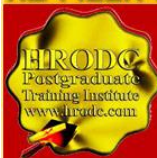
- Defining Brand;
- Brands vs. Products;
- Levels of Meaning for a Product;
- Importance of Brands to Consumers;
- Risk Reduction in Product Decisions;
- Importance of Brands to Firms;
- What Can Be Branded?;
- Branding a Commodity: An Example;
- What is branded?;
- Source of Brands Strength;
- Brand Management: Importance;
- What are the strongest brands?;
- Branding Challenges and Opportunities;
- The Brand Equity Concept;
- Strategic Brand Management;
- Strategic Brand Management Process.

M7 - Part 2: Understanding Customer Based Brand Equity

- Overview;
- Brand Equity as a “Bridge”;
- Making a Brand Strong;
- Brand Equity: Sources;
- Brand Awareness Advantages;

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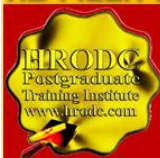
- Establishing Brand Awareness;
- Creating a Positive Brand Image;
- Steps in Brand Building;
- Customer's Frequently Asked Questions about Brand;
- Customer-Based Brand Equity Pyramid;
- Sub-Dimensions of CBBE Pyramid;
- Salience Dimensions;
- Importance of Depth and Breadth;
- Product Category Structure;
- Performance Dimensions;
- Imagery Dimensions;
- Judgment Dimensions;
- Feelings Dimensions;
- Resonance Dimensions;
- Customer-Based Brand Equity Model;
- Identifying the Key Drivers of Brand Equity;
- Implications of Brand Building;
- Developing Customer Value;
- Is A Company Consumer-Centric?;
- Customer Relationship Management (CRM);
- Understanding Customer Equity;
- Customer Equity vis-à-vis Brand Equity.

M7 - Part 3: Brand Positioning and Values

- Brand Positioning;
- Determining a Frame of Reference;
- Target Market;
- Example;
- Criteria for Segmentation;
- Nature of Competition;
- Points-of-Parity (POP) and Points-of-Difference (POD);
- Brand Positioning Guidelines;

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M. RG. C.

- Defining and Communicating the Competitive Frame of Reference;
- Selecting POP's & POD's;
- Attribute and Benefit Trade-offs;
- Strategies to Reconcile Attribute and Benefit Trade-offs;
- Core Brand Values;
- Brand Mantras;
- Designing the Brand Mantra;
- Internal Branding;
- Brand Audit:
 - Importance;
 - Steps.
- Brand Inventory;
- Brand Exploratory;
- Brand Audit Outline: Suggested.

M7 - Part 4: Selecting the Proper Brand Elements

- Developing Customer-Based Brand Equity;
- Criteria for Choosing Brand Elements;
- Tactics for Brand Elements;
- Brand Names;
- Guidelines in Brand Naming;
- Brand Naming Procedures;
- URLs;
- Logos and Symbols;
- Characters;
- Slogans;
- Classic Slogans;
- Jingles;
- Packaging;
- Packaging and Its Influence to:
 - Taste;

- Value;
 - Consumption;
 - A Person's Use of Product.
- Combining all the Brand Elements.

M7 - Part 5: Effective Marketing Programs Design

- Marketing Programs;
- Marketing: New Perspective;
- Implications for the Practice of Brand Management;
- Integrating Marketing Programs and Activities;
- Personalizing Marketing;
- Personalizing Marketing Approaches:
 - One-to-one Marketing:
 - ✚ Competitive Rationale;
 - ✚ Consumer Differentiation;
 - ✚ Key Steps.
 - Experiential Marketing;
 - Permission Marketing:
 - ✚ Steps.
- Reconciling the Marketing Approaches;
- Integrating the Brand Into Supporting Marketing Programs;
- Product Strategy;
- Pricing Strategy;
- Channel Strategy;
- Channel Design;
- Push and Pull Strategies;
- Channel Support;
- Web Strategies.

M7 - Part 6: The Role of Marketing Communications in Building Brand Equity

- Defining Marketing Communications;
- The New Media Environment;
- Simple Test for Marketing Communications;
- Information Processing Model of Communications;
- Marketing Communications Options;
- Advertising;
- Ideal Ad Campaign;
- Advertising Categories;
- Promotions;
- Event Marketing;
- Event Sponsorship;
- Public Relations and Publicity;
- Personal Selling;
- Integrated Marketing Communications (IMC);
- Developing IMC Programs;
- Evaluating IMC Programs;
- IMC Audience Communication Option Overlap;
- Guidelines on Marketing Communication.

M7 - Part 7: Controlling Secondary Brand Knowledge

- Leveraging Secondary Associations;
- Co-Branding;
- Ingredient Branding;
- Licensing;
- Celebrity Endorsement;
- Sporting, Cultural, or Other Events;
- Third-Party Sources.

M7 - Part 8: Developing a Brand Equity Measurement and Management System

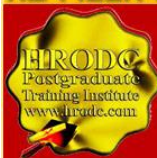
- The New Accountability;
- The Brand Value Chain;
- Value Stages;
- Multipliers;
- Brand Equity Measurement System;
- Brand Equity Measurement System;
- Designing Brand Tracking Studies;
- Understanding Tracking;
- Conducting Tracking Studies;
- Brand Equity Management System;
- Brand Equity Charter;
- Brand Equity Charter Components;
- The Knicks Brand Charter;
- Brand Equity Report;
- Brand Equity Responsibilities.

M7 - Part 9: Quantifying Sources of Brand Equity

- Qualitative Research Techniques;
- Free Associations;
- Projective Techniques;
- Zaltman Metaphor Elicitation Technique (ZMET);
- Brand Personality and Values;
- Key Brand Personality Associations;
- Experiential Methods;
- Quantitative Research Techniques;
- Awareness;
- Image;
- Brand Responses;
- Brand Relationships;

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- Comprehensive Models of Customer-Based Brand Equity;
- Brand Dynamics;
- Equity Engines;
- Building Brands: How?;
- Two-Dimensional Framework for Diagnosing Brands.

M7 - Part 10: Analysing the Outcome of Brand Equity

- Measuring Brand Equity;
- Comparative Methods;
- Brand-Based Approaches;
- Marketing-Based Approaches;
- Conjoint Analysis;
- Holistic Methods;
- Residual Approaches;
- Valuation Approaches;
- Accounting Background;
- Historical Perspectives;
- General Approaches;
- Interbrand's Brand Valuation.

M7 - Part 11: Designing and Implementing Branding Strategies

- Branding Strategy;
- Branding Strategy or Brand Architecture;
- The Role of Brand Architecture;
- Brand-Product Matrix;
- Product Line;
- Product Mix;
- Brand Mix;
- Breadth of a Branding Strategy;
- Depth of a Branding Strategy;
- Designing a Brand Portfolio;

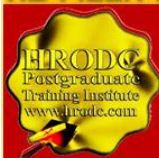
- Brand Roles in the Portfolio;
- Brand Hierarchy;
- Corporate Brand Equity;
- Family Brands;
- Individual Brands;
- Modifiers;
- Corporate Image Dimensions;
- Brand Hierarchy Decisions;
- Hierarchy Levels;
- Levels of Awareness and Associations;
- Linking Brands at Different Levels;
- Linking Brands across Products;
- Brand Architecture Guidelines;
- Corporate Brand Campaign;
- Cause Marketing;
- Advantages of Cause Marketing;
- Green Marketing;
- Crisis Marketing Guidelines.

M7 - Part 12: Introducing and Naming New Products and Brand Extensions

- Leverage the Brand;
- Brand Extensions;
- General Strategies for Establishing a Category;
- Advantages of Extensions;
- Disadvantages of Extensions;
- Customers' Evaluation of Brand Extensions;
- Creating Extension Equity;
- Contributing to Parent Brand Equity;
- Successful Extensions;
- Successful Category Extensions;
- Unsuccessful Category Extensions;

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- Analysing Brand Extension Opportunities;
- The Right Time for Brand Extension;
- Analysing Brand Extension Opportunities.

M7 - Part 13: Effective Brand Management

- Managing Brands over Time;
- Reinforcing Brands;
- Revitalizing Brands;
- Strategies to Revitalize Brands;
- Expanding Brand Awareness;
- Improving the Brand Image;
- Entering New Markets;
- Adjustments to Brand Portfolio.

M7 - Part 14: Managing Brands over Geographic Boundaries and Market Segments

- Regional Market Segments;
- Other Demographic and Cultural Segments;
- Global Marketing Programs:
 - Advantages;
 - Disadvantages.
- Standardization vs. Customization;
- Global Brand Strategy;
- Developing a Global Brand;
- Global Customer-Based Brand Equity;
- Core Brand Building Blocks;
- Questions for Global Branding Positioning;
- Building Global Customer-Based Brand Equity.

M7 - Part 15: Miscellaneous Topics

- Brand Knowledge Structure;
- Customer-Based Brand Equity Framework: Summary;
- Tactical Guidelines;
- Building Brand Equity Guidelines;
- Importance of Complementarity and Consistency;
- Measuring Brand Equity Guidelines;
- Managing Brand Equity Guidelines;
- Characteristics of Strong Brands Managers;
- Industrial and B2B Branding;
- High-Tech Branding Guidelines;
- Service Branding Guidelines;
- Branding Retailers Guidelines;
- Small Business Branding Guidelines;
- Online Branding Guidelines;
- Future Brand Priorities;
- Developing Brand Equity;
- Measuring Brand Equity;
- Brand Equity Management;
- Achieving Marketing Balance.

Module 8 Marketing Plan Preparation

- Understanding the Marketing Process;
- The Marketing Planning Process: 1 The Main Step;
- The Marketing Planning Process: 2 Removing the Myths;
- Completing the Marketing Audit: 1 The Customer and Market Audit;
- Completing the Marketing Audit: 2 The Product Audit;
- Setting Marketing Objectives and Strategies;

- The Integrated Marketing Communications Plan;
- The Sales Plan;
- The Pricing Plan;
- The Multichannel Plan: The Route to Market;
- The Customer Relationship Management Plan;
- Implementation Issues in Marketing Planning;
- Measuring the Effectiveness of Marketing Planning;
- A Step-by-Step Marketing Planning System.

Postgraduate Diploma, Postgraduate Certificate, and Diploma – Postgraduate - Short Course Regulation

Postgraduate Certificate, Postgraduate Diploma, and Diploma – Postgraduate: Their Distinction, Credit Value and Award Title

Postgraduate Short Courses of a minimum of five days' duration, are referred to as Diploma – Postgraduate. This means that they are postgraduate credits, towards a Postgraduate Certificate and Postgraduate Diploma. Postgraduate Certificate and Postgraduate Diploma represent Programmes of Study, leading to Awards bearing their title prefixes. While we refer to our short studies, of 5 days to five weeks, as 'Courses', those with duration of 6 weeks and more are labelled 'Programmes'. Nevertheless, in line with popular usage, we often refer to all study durations as 'Courses'. Another mark of distinction, in this regard, is that participants in a short course are referred to as 'Delegates', as opposed to the term 'Students', which is confined to those studying a Postgraduate Programme.

Courses are of varying Credit-Values; some being Single-Credit, Double-Credit, Triple-Credit, Quad-Credit, 5-Credit, etc. These short courses accumulate to Postgraduate Certificate, with a total of 180 Credit-Hours (= 6 X 5-Day Courses or 3 X 10-Day Courses), or Postgraduate Diploma, with a total of 360 Credit-Hours (= 12 X 5-Day Courses or 6 X 10-Day Courses).

Delegates studying courses of 5-7 days' duration, equivalent to 30-42 Credit-Hours (Direct Lecturer Contact), will, on successful assessment, receive the Diploma – Postgraduate

Award. This represents a single credit at Postgraduate Level. While 6-day and 7-day courses also lead to a Diploma – Postgraduate, they accumulate 36 and 42 Credit Hours, respectively.

Postgraduate Certificate, Postgraduate Diploma, and Diploma – Postgraduate Assessment Requirement

Because of the intensive nature of our courses and programmes, assessment will largely be in-course, adopting differing formats. These assessment formats include, but not limited to, in-class tests, assignments, end of course examinations. Based on these assessments, successful candidates will receive the Diploma – Postgraduate, Postgraduate Certificate, or Postgraduate Diploma, as appropriate.

In the case of Diploma – Postgraduate, a minimum of 70% overall pass is expected. In order to receive the Awards of Postgraduate Certificate and Postgraduate Diploma, candidates must have accumulated at least the required minimum 'Credit-Hours', with a pass (of 70% and above) in at least 70% of the courses taken.

Delegates and students who fail to achieve the requirement for Postgraduate Certificate, Postgraduate Diploma, or Diploma - Postgraduate - will be given support for 2 re-submissions for each course. Those delegates who fail to achieve the assessment requirement for the Postgraduate Diploma or Diploma - Postgraduate - on 2 resubmissions, or those who elect not to receive them, will be awarded the Certificate of Attendance and Participation.

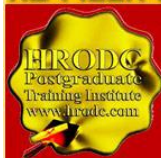
Diploma – Postgraduate, Postgraduate Certificate, and Postgraduate Diploma Application Requirements

Applicants for Diploma – Postgraduate – Postgraduate Certificate, and Postgraduate Diploma are required to submit the following documents:

- Completed Postgraduate Application Form, including a passport sized picture affixed to the form;
- A copy of Issue and Photo (bio data) page of the applicant's current valid passport or copy of his or her Photo-embedded National Identity Card;

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- Copies of credentials mentioned in the application form.

Admission and Enrolment Procedure

- On receipt of all the above documents we will assess applicants' suitability for the Course or Programme for which they have applied;
- If they are accepted on their chosen Course or Programme, they will be notified accordingly and sent Admission Letters and Invoices;
- One week after the receipt of an applicant's payment or official payment notification, the relevant Course or Programme Tutor will contact him or her, by e-mail or telephone, welcoming him or her to HRODC Postgraduate Training Institute;
- Those intending to study in a foreign country, and require a Visa, will be sent the necessary immigration documentation, to support their application;
- Applicants will be notified of the dates, location and venue of enrolment and orientation, where appropriate.

Modes of Study and Duration of Postgraduate Certificate and Postgraduate Diploma Programmes

There are two delivery formats for Postgraduate Certificate and Postgraduate Diploma Programmes, as follows:

1. Intensive Full-time (Classroom-Based) Mode, lasting 3 months for Postgraduate Diploma, and 6 weeks for Postgraduate Certificate. These durations are based on six hours' lecturer-contact per day, five days (30 hours) per week, for Postgraduate Diploma;
2. Video-Enhanced On-Line Mode. This interactive online mode lasts twenty (20) weeks, for Postgraduate Diploma, and ten (10) weeks for Postgraduate Certificate. Our calculation is based on three hours per day, six days per week.

Whichever study mode is selected, the aggregate of 360 Credit Hours must be achieved.

Introducing Our Video-Enhanced Online Study Mode

In a move away from the traditional online courses and embracing recent developments in technology-mediated distance education, HRODC Postgraduate Training Institute has introduced a Video-Enhanced Online delivery. This Online mode of delivery is revolutionary and, at the time of writing, unique to HRODC Postgraduate Training Institute.

You are taught as individuals, on a one-to-one or one-to-small-group basis. You see the tutor face to-face, for the duration of your course. You will interact with the tutor, ask and address questions; sit examinations in the presence of the tutor. It is as real as any face-to-face lecture and seminar can be. Choose from a wide range of Diploma – Postgraduate Courses and an increasing number of Specialist Postgraduate Certificate and Postgraduate Diploma Programmes. You might also accumulate Postgraduate Short Courses, via this mode of study, over a 6-year period, towards a Postgraduate Certificate or Postgraduate Diploma.

Key Features of Our Online Study: Video-Enhanced Online Mode

- The tutor meets the group and presents the course, via Video, in a similar way to its classroom-based counterpart;
- All participants are able to see, and interact with, each other, and with the tutor;
- They watch and discuss the various video cases and demonstrations that form an integral part of our delivery methodology;
- Their assessment is structured in the same way as it is done in a classroom setting;
- The Video-Enhanced Online mode of training usually starts on the 1st of each month, with the cut-off date being the 20th of each month, for inclusion the following month;
- Its duration is twice as long as its classroom-based counterpart. For example, a 5-day (30 Credit Hours) classroom-based course will last 10 days, in Video-Enhanced Online mode. This calculation is based on 3 hours tuition per day, adhering to the Institute's required 30 Credit-Hours;
- The cost of the Video-Enhanced Online mode is 67% of similar classroom-based courses;

- For example, a 5-day classroom-based course, which costs Five Thousand Pounds, is only Three Thousand Three Hundred and Fifty Pounds (£3,350.00) in Video-Enhanced Online Mode.

10-Week Video-Enhanced Online Postgraduate Certificate and 20-Week Video-Enhanced Online Postgraduate Diploma

You might study an Online Postgraduate Certificate or Online Postgraduate Diploma, in 10 and 20 weeks, respectively, in the comfort of your office or homes, through HRODC Postgraduate Training Institute's Video-Enhanced Online Delivery. We will deliver the 180 Credit-Hours and 360 Credit-Hours, in line with our regulation, through 'Direct-Lecturer-Contact', within the stipulated timeframe. We aim to fit the tuition around your work, family commitment and leisure, thereby enhancing your maintenance of an effective 'work-study-life-style balance', at times convenient to you and your appointed tutor.

Cumulative Postgraduate Certificate and Postgraduate Diploma Courses

All short courses can accumulate to the required number of Credit-Hours, for the Postgraduate Certificate and Postgraduate Diploma, over a six-year period from first registration and applies to both general and specialist groupings. In this regard, it is important to note that short courses vary in length, the minimum being 5 days (Diploma – Postgraduate) – equivalent to 30 Credit Hours, representing one credit, as is tabulated below.

On this basis, the definitive calculation on the Award requirement is based on the number of hours studied (aggregate credit-value), rather than merely the number of credits achieved. This approach is particularly useful when a student or delegate studies a mixture of courses of different credit-values.

For those delegates choosing the accumulative route, it is advisable that at least one or two credits be attempted each year. This will ensure that the required 180 Credit-Hours and 360 Credit-Hours, for the Postgraduate Certificate and Postgraduate Diploma, respectively, are

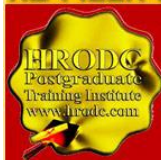
achieved, within the designated period. These Credit-Values, awards and their accumulation are exemplified below.

Examples of Postgraduate Course Credits: Their Value, Award Prefix & Suffix – Based on 5-Day Multiples		
Credit Value	Credit Hours	Award Title Prefix (& Suffix)
Single-Credit	30-54	Diploma - Postgraduate
Double-Credit	60-84	Diploma – Postgraduate (Double-Credit)
Triple-Credit	90-114	Diploma – Postgraduate (Triple-Credit)
Quad-Credit	120-144	Diploma – Postgraduate (Quad-Credit)
5-Credit	150-174	Diploma – Postgraduate (5-Credit)
6-Credit	180-204	Postgraduate Certificate
7-Credit	210-234	Postgraduate Certificate (+ 1 Credit)
8-Credit	240-264	Postgraduate Certificate (+2 Credits)
9-Credit	270-294	Postgraduate Certificate (+3 Credits)
10-Credit	300-324	Postgraduate Certificate (+ 4 Credits)
11-Credit	330-354	Postgraduate Certificate (+5 Credits)
12-Credit	360	Postgraduate Diploma
360 Credit-Hours = Postgraduate Diploma		
12 X 5-Day Courses = 360 Credit-Hours = Postgraduate Diploma		
10 X 6-Day Courses = 360 Credit-Hours = Postgraduate Diploma		

Exemplification of Accumulated Postgraduate Certificate and Postgraduate Diploma Award Titles

All Specialist Postgraduate Certificate and Postgraduate Diploma Programmes have their predetermined Award Titles. Where delegates do not follow a Specialism, for accumulation to a Postgraduate Diploma, they will normally be Awarded a General Award, without any Specialist Award Title. However, a Specialist Award will be given, where a delegate studies

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at least seventy percent (70%) of his or her courses in a specialist grouping. These are exemplified below:

1. **Postgraduate Diploma in Accounting and Finance;**
2. **Postgraduate Certificate in Accounting and Finance;**
3. **Postgraduate Certificate in Aviation Management;**
4. **Postgraduate Diploma in Aviation Management;**
5. **Postgraduate Certificate in Industrial Health and Safety Management, Incorporating Oil and Gas Safety;**
6. **Postgraduate Diploma in Industrial Health and Safety Management, Incorporating Oil and Gas Safety;**
7. **Postgraduate Certificate in Business Communication;**
8. **Postgraduate Diploma in Business Communication;**
9. **Postgraduate Certificate in Corporate Governance;**
10. **Postgraduate Diploma in Corporate Governance;**
11. **Postgraduate Certificate in Costing and Budgeting;**
12. **Postgraduate Diploma in Costing and Budgeting;**
13. **Postgraduate Certificate in Client or Customer Relations;**
14. **Postgraduate Diploma in Client or Customer Relations;**
15. **Postgraduate Certificate in Engineering and Technical Skills;**
16. **Postgraduate Diploma in Engineering and Technical Skills;**
17. **Postgraduate Certificate in Events Management;**
18. **Postgraduate Diploma in Events Management;**
19. **Postgraduate Certificate in Health and Safety Management;**
20. **Postgraduate Diploma in Health and Safety Management;**
21. **Postgraduate Certificate in Health Care Management;**
22. **Postgraduate Diploma in Health Care Management;**
23. **Postgraduate Certificate in Human Resource Development;**
24. **Postgraduate Diploma in Human Resource Development;**
25. **Postgraduate Certificate in Human Resource Management;**
26. **Postgraduate Diploma in Human Resource Management;**

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- 27. Postgraduate Certificate in Information and Communications Technology (ICT);**
- 28. Postgraduate Diploma in Information and Communications Technology (ICT);**
- 29. Postgraduate Certificate in Leadership Skills;**
- 30. Postgraduate Diploma in Leadership Skills;**
- 31. Postgraduate Certificate in Law – International and National;**
- 32. Postgraduate Diploma in Law – International and National;**
- 33. Postgraduate Certificate in Logistics and Supply Chain Management;**
- 34. Postgraduate Diploma in Logistics and Supply Chain Management;**
- 35. Postgraduate Certificate in Management Skills;**
- 36. Postgraduate Diploma in Management Skills;**
- 37. Postgraduate Certificate in Maritime Studies;**
- 38. Postgraduate Diploma in Maritime Studies;**
- 39. Postgraduate Certificate in Oil and Gas Operation;**
- 40. Postgraduate Diploma in Oil and Gas Operation;**
- 41. Postgraduate Certificate in Oil and Gas Accounting;**
- 42. Postgraduate Diploma in Oil and Gas Accounting;**
- 43. Postgraduate Certificate in Politics and Economic Development;**
- 44. Postgraduate Diploma in Politics and Economic Development;**
- 45. Postgraduate Certificate in Procurement Management;**
- 46. Postgraduate Diploma in Procurement Management;**
- 47. Postgraduate Certificate in Project Management;**
- 48. Postgraduate Diploma in Project Management;**
- 49. Postgraduate Certificate in Public Administration;**
- 50. Postgraduate Diploma in Public Administration;**
- 51. Postgraduate Certificate in Quality Management;**
- 52. Postgraduate Diploma in Quality Management;**
- 53. Postgraduate Certificate in Real Estate Management;**
- 54. Postgraduate Diploma in Real Estate Management;**

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55. Postgraduate Certificate in Research Methods;

56. Postgraduate Diploma in Research Methods;

57. Postgraduate Certificate in Risk Management;

58. Postgraduate Diploma in Risk Management;

59. Postgraduate Certificate in Sales and Marketing;

60. Postgraduate Diploma in Sales and Marketing;

61. Postgraduate Certificate in Travel, Tourism and International Relations;

62. Postgraduate Diploma in Travel, Tourism and International Relations.

The actual courses studied will be detailed in a student or delegate's Transcript.

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Prof. Dr. Ronald B. Crawford
Director

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