

Course Name

Branding & Online Communication

Course Overview

This course provides professionals working in help non-governmental organizations (NGOs) develop with an understanding of branding and online communication, as well as the humanization of organizational communication. With this course, learners recognize how communication has the ability to engage individuals and communities and even mobilize the masses.

Course Objectives

The traditional view of branding is going through significant transitions due to an array of influences including new technologies, Big Data and rapidly changing global demographics. This course takes a detailed look at the fundamentals of digital branding.

Course Duration

3 days

Course Outline

The course will present a combination of focused case studies, interactive exercises and a final project to foster new insights and strategies. Key topics include:

- Best practices and trends in digital branding.
- The user's digital journey.
- Customer relationship management (CRM) and marketing automation.
- The role of analytics and the importance of core reports in establishing brand strategy.