



UNIVERSITÉ PARIS 1 PANTHÉON SORBONNE
IAE PARIS
SORBONNE BUSINESS SCHOOL

A great story of management



Strategic Brand & Marketing Communication Certificate Programme

IAE Paris Sorbonne Business School & BMI Business School Istanbul

ONLINE

BMI BUSINESS SCHOOL
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About the Program

Strategic Brand & Marketing Certificate Programme aims to enhance business professionals experienced in marketing and related areas with an updated foresight on current practices in marketing and brand management, new generation communication strategies and approaches and changing customer behaviors and competition environment. In this regard, it aims to train well-qualified marketing executives who has strong leadership and strategic thinking capabilities, supported by deep knowledge on current business and marketing trends.

Program content focuses on; innovative brand management and marketing communication strategies for Digital Era, best practices and examples within the industry, creative and disruptive methodologies to engage with digital customers. During this 6-day online executive education program, participants will find opportunity to review their approaches and get inspired for innovating their strategies regarding brand & marketing communication.

Program Methodology

During this 24 hours executive education program, besides presentations and lectures by the faculty, participants will investigate current practices and examples within the industry, have Q&A and discussion sessions with the faculty and each other, work on live exercises, and attend to experience sharing and networking sessions.

Program Length: 24 Hours (2 Week) | **Day & Time:** Tuesday, Wednesday, Thursday, Saturday / 10:00 – 19:00

Location: Online – Vedubox Education System / Zoom Video Conference

Frequency – Sessions: 2 Times / Year – Q2 and Q4 | **Capacity:** Max. 20 Participants

* In order to keep diversity of the participant profile, for each session, applications are reviewed regarding the industry, level and function of the applicants. Thus to secure your seat at the program we highly suggest applicants to apply in advance or reserve a seat at the upcoming session.

Objectives

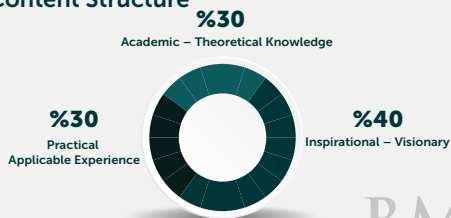
Strategic Brand & Marketing Communication Program empowers its participants;

- Develop necessary brand and marketing communication know-how for becoming a successful marketing executive in the Digital era,
- Develop a strategic foresight for Digital Era and how to keep marketing strategies into the future,
- Keeping up with emerging trends and methodologies on marketing management and communication strategies,
- Enabling to lead your organization and your team in elevating to a strategic and innovative perspective on marketing and related issues,
- Develops an innovative and Visionary Perspective for digital world, changing customer behaviours and competition environment.

Focus Area



Content Structure



Who Should Attend?

This executive education program is designed to develop business professionals experienced in marketing, PR, branding, communication and other related areas. Business professionals, who have at least five years of experience in these areas, and who work as a middle – senior level managers in their institutions or are nominated as manager candidates, are suitable applicants for this program.

In addition to this, participation of SME owners, board members, general managers and senior manager in other departments such as sales, technology, and finance, who wish to develop themselves on strategic finance management, are also accepted as suitable profiles for this program.

Program Content

Lead the development of your organization and contribute to its success, with this Executive education program that harmonize strategic marketing vision, customer-oriented innovation and effective brand communication.

Strategy – Strategic Management – Marketing

- Strategy, Strategic Planning, Strategic Management
- Strategic Role, Duty and Objectives of Marketing Department
- Marketing Strategy – Communication Strategy – Corporate Strategy

Strategic Brand Management & Strategic Marketing Communication

- Situation Analysis, Reporting & Strategy
- Strategic Product, Brand, Corporate Identity Management
- Pricing, Distribution, Channels, Growth, Loyalty

How Brands Can Communicate Effectively During & After Coronavirus Crisis

- Responsiveness & Adaptation in Brand Management
- Major brand issues during a crisis context,
- What is a strong brand and how to build it
- How brands can take advantage of such extreme conditions
- How to Revitalize & Reinvent the consumer relationship
- How to Develop & Reinforce brand meaning during critical situations

Digital World, Digital Communication, Marketing vs. Branding

- Digital Marketing Concepts and Digital Communication Strategies
- Digital Marketing, New Technologies and Current Trends
- New Generation Marketing Approaches & Strategies

Marketing, Leadership, Management

- Harmonization of Marketing Strategy and Corporate Strategy
- Marketing Vision and Perspective for Organizational Development & Management
- Marketing Function in the World and Turkey

During this 6-day program, participants through online sessions;

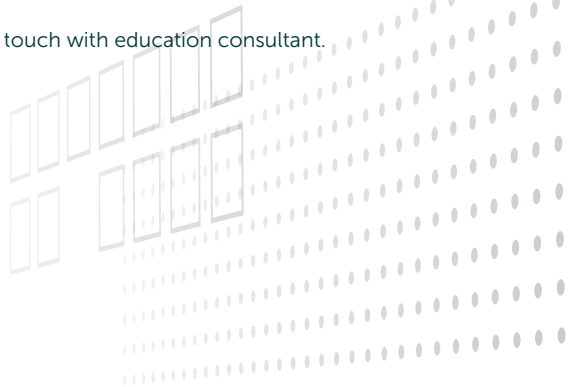
- *Paris Sorbonne Business School academicians specialized on brand management and marketing communication,*
- *CMO's and top level marketing executives from leading firms in Turkey,*
- *Prominent management consultants and marketing professionals within the industry,*

will meet in lectures / presentations, examine current and successful examples, work on live exercises, have experience sharing and networking sessions.

Geraldine Michel	IAE Paris Sorbonne Business Sch. – Professor
Valerie Zeitoun	IAE Paris Sorbonne Business Sch. – Professor
Boğaç Göncü	StartersHub – Chief Executive Officer (CEO)
Zeynep Verda Duysak	Yıldız Holding - Chief Marketing Officer (CMO)
Nazım Erdoğan	Sahibinden.com - Chief Marketing Officer (CMO)
Alper Ergenekon	Turkcell - Chief Marketing Officer (CMO)
Özgür Süslü	Tofas / Fiat, Alfa Romeo, Jeep - Marketing Director
Zeynep Yalım Uzun	Arçelik Group - Chief Marketing Officer (CMO)
Cüneyt Devrim	Havas İstanbul - Chief Executive Officer (CEO)
Tarık Bayar	Reckitt Benckiser - Marketing Director

* Guest speaker and business executives are arranged each session, regarding to the participants industry, level and function diversity.

For the next sessions guest speaker list please get in touch with education consultant.



Certification & Alumni Community

Participants who follow the program courses at the rate of %70 and who succeed in the exam at the end of the program will be entitled to the official "Strategic Brand & Marketing Communication" Certificate by IAE Paris Sorbonne Business School, and a second participation certificate by BMI Business School.

On leaving this executive education program, you become a full member of the BMI Alumni Community, which is open only to graduates of our Executive Education participants. In this regard, BMI Alumni Community Members can attend to workshops, seminars and events organized specially organized for this community to ensure life-long education objective. Members of this community also benefits from special discount rates for participation in all training, conference and summit programs organized by BMI.

Pricing & Registration

For the academic year of 2020 – 2021, program tuition fee is determined as 1.000Euro + VAT.

- Tuition fee includes all educational materials, all-day refreshments and lunch.
- Early registration period is 30 days before the start date of the program, early registrations benefits %10 discount rate.
- Group participation of three or more people, benefits %10 discount rate.
- BMI Alumni Community Members benefits %30 discount rate for participation to the program.
- It is not possible to cancel your registration until 10 days before the start of the program.

In order to register for the program, the application form must be filled in completely and sent to the training advisor.

Applications then will be reviewed by the admissions committee, in order to observe diversity of the participant profile and in terms of relevance with the prerequisites of the program. Candidates admitted to the program, then will be directed to complete the payment and registration process.

Further Information & Contact Us

Program Coordinator – Aysel Yapar / BMI Eğitim Danışmanı

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