



Mini MBA
in
Brand
Management

Build better brands and boost your career with the Mini MBA in Brand Management



Book next session
5 April 2022
£1,525+VAT/user



brandmba.marketingweek.com



BROUGHT TO YOU BY
Professor Mark Ritson

Mark Ritson

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What is the Mini MBA in Brand Management

Brand is powerful because it reflects how consumers and future employees perceive a company, product or service. If it is not managed effectively, business performance will suffer.

The Mini MBA in Brand Management developed by Mark Ritson provides students with advanced and applied knowledge of brand positioning, planning and measurement to help grow a sustainable brand.

This course is open to anyone and goes deeper into the power of brand than the hugely popular Mini MBA in Marketing.

The format is fun and flexible as you'd expect with the usual Q&A sessions and supportive community, but we have added some upgrades. A brand simulation tool replaces the written exam so you can test your new skills in a competitive online environment. We also include Mark's go-to brand planning template.

“I have been teaching brand management and working as a brand consultant for leading global firms for the past two decades. This course is the distillation of all those experiences into 12 weeks that will transform your capabilities and the fortunes of the brands under your control”.

Mark Ritson



Who is it for

This course is designed for marketers with an interest in Brand Management as well as Brand Managers who want to stay ahead.



Business leaders

Get high level strategic lessons from one of the world's leading brand consultant.



Brand managers & owners

Improve and shape your brand portfolio and strategy across your organisation.



Senior marketers

Whether you are managing a brand team or stepping into a brand role, upgrade your skills.

Course overview

An applied, advanced training in brand management from one of the world's leading experts.

This is a course based on twenty years of teaching brand management to MBA students at elite business schools and a consulting career working on some of the most successful brands on the planet.

The Mini MBA in Brand Management provides you with everything you need to become a fully trained brand manager and to take both your career and the success of the brands you run to the next level. All this while studying at your own pace, 100% online, and from anywhere in the world.

The course provides MBA level lectures, Q&A sessions, applied case studies, a complete brand planning process that you can apply to your own brand and a simulator that tests your newfound brand management skills in a fully realised, competitive online setting.



10 on-demand lessons covering the core MBA brand management modules



Bi-weekly Q&A sessions with Mark Ritson



Access to HBR and Marketing Week case studies



Complete brand planning process



Online simulator to test your newfound brand management skills



Mini MBA certificate and 36 CPD points



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Mark Ritson

Armed with a BSc and PhD in Marketing from Lancaster University, the UK's oldest and most venerated marketing department, Mark has spent the past 20 years teaching marketing to MBA students at some of the world's leading business schools.

Some of these business schools include London Business School (ranked 7th among international schools), MIT Sloan School of Management (ranked 6th among US schools) and Melbourne Business School, Australia (ranked 80th among international schools).

Not only has he taught on these prestigious programs but his teaching has been widely acclaimed with Mark winning the teaching prize at each of these institutions.

He has also worked globally as a private marketing consultant for clients such as Loewe, PepsiCo and Unilever.

For thirteen years – from 2002 to 2015 – he served as in-house professor for LVMH – the world's largest luxury group – working in Europe with senior executives from brands like Louis Vuitton, Dom Perignon and Hennessy.



Do it together

The best way to do the Mini MBA in Brand Management is with your colleagues.

Over half of the 15,000 Mini MBA alumni completed the course as part of a corporate group. Some of our most successful alumni have done it this way and have seen major improvements to the business as a result.

Visit our teams page →



The same language

With all the shiny new stuff about, it is easy to forget that marketing is simple at its core, but the many approaches, methodologies and languages often create a chasm between teams and organisations. The Mini MBA aims to bring teams together through a shared ideology of marketing and brand management that ensures an effective, top-to-bottom approach.



The same story

The nature of most companies means you're probably not the only one in the building talking to your customers. Many teams, many people are ultimately responsible for delivering a consistent brand experience and it's tricky to ensure consistency. The Mini MBA teaches the core principals of brand and reinforces the need for a joined-up approach.



The same page

Marketing teams change – people come, people go – but maintaining a good base level of knowledge is vital. By preserving a consistent approach to marketing and brand, the Mini MBA provides an inexpensive way to onboard new team members and upskill established ones to ensure everyone has the same fundamental knowledge and ability.



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Syllabus



Module 01

The What & Why of Brand

Concept of brand / Brand building / Brands & consumers

Module length: 45 mins

Readings: 4

Study time: 2 hrs



Module 02

Brand Management

Brand strength / Modern brand management / Brand plan

Module length: 40 mins

Readings: 4

Study time: 2 hrs



Module 03

Brand Diagnosis

Step back / Data collection / Brand heritage

Module length: 47 mins

Readings: 4

Study time: 2 hrs



Module 04

Targeting

Market selection / Marketing funnel / Short & long term goals

Module length: 41 mins

Readings: 4

Study time: 2 hrs



Module 05

Brand Positioning

Brand growth & success / Brand differentiation / Segmentation

Module length: 53 mins

Readings: 6

Study time: 2 hrs



Module 06

Brand Codes

Successful brand managers / Tactical execution / Infamous campaigns

Module length: 44 mins

Readings: 4

Study time: 2 hrs



Module 07

Brand Objectives

Funnel building / Strategic goals / Brand strategy

Module length: 53 mins

Readings: 4

Study time: 2 hrs



Module 08

Brand Architecture

Right number of brands / Brand consolidation / Killing brands

Module length: 42 mins

Readings: 4

Study time: 2 hrs



Module 09

Tactical Execution

4Ps / Disruptive consistency / Volume vs Value / Execution examples

Module length: 45 mins

Readings: 4

Study time: 2 hrs



Module 10

Budgeting and Brand Tracking

Budget setting methods / Zero-based budgeting

Module length: 50 mins

Readings: 5

Study time: 2 hrs



Module 1

The What & Why of Brand

Module length: 45 mins | *Readings:* 4 | *Study time:* 2 hrs

We take a big step back to start with and ask the questions too often ignored: what are brands and why are they so important to the companies that create them and to the customers that experience them?

We go back thousands of years to the origins of brands and then fast forward to the latest brand theories so we are clear what a brand is, before we even start to manage one.



Watch video →





Module 2

Brand Management

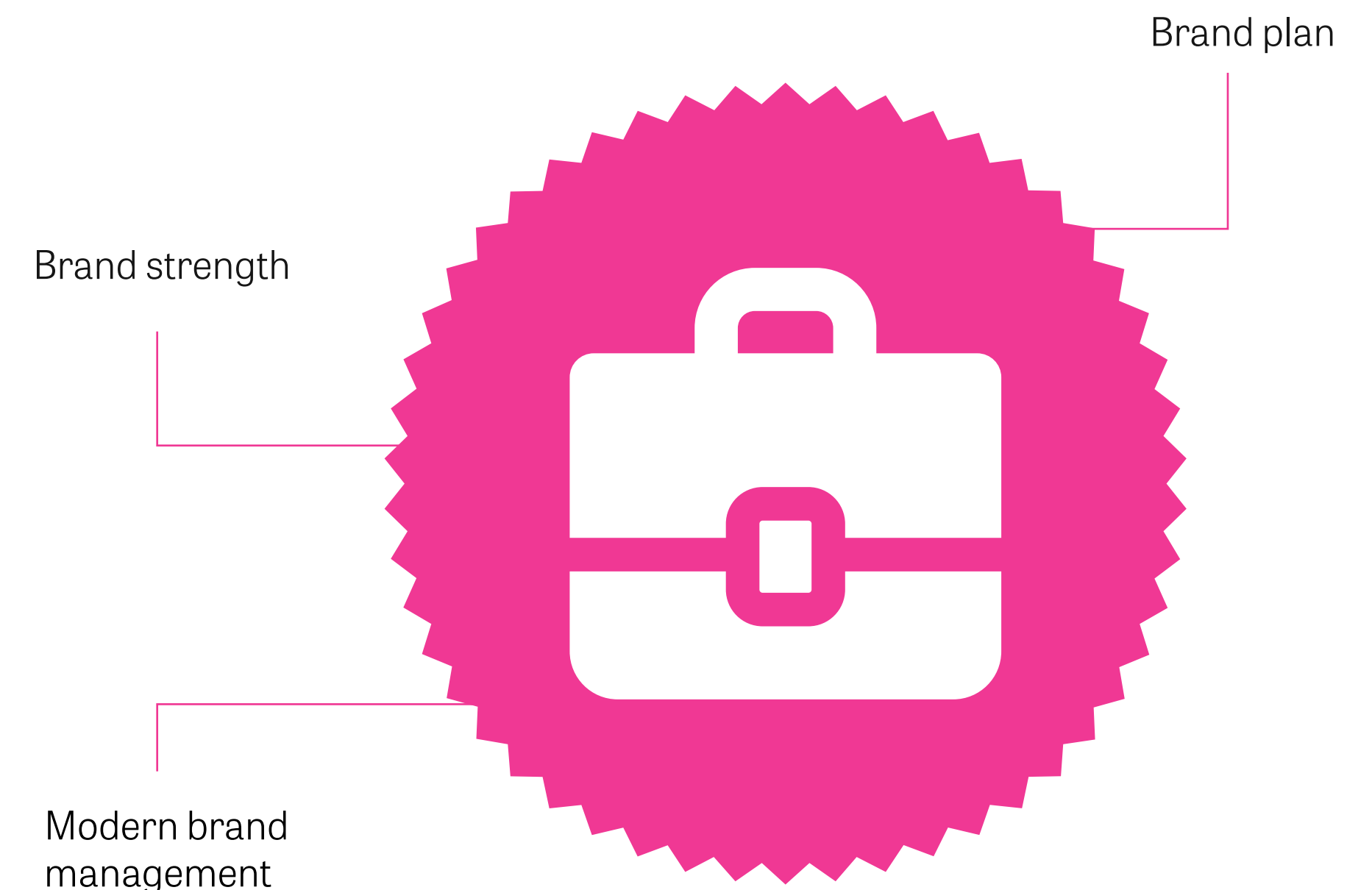
Module length: 40 mins | *Readings:* 4 | *Study time:* 2 hrs

Learn to differentiate those raw materials of brand from the skill of brand management. How should a marketer manage a brand to ensure brand strength is both created and protected?

We look at the invention of modern brand management and the main responsibilities associated with being a world class brand manager, as well as looking at a fully realised brand plan and introducing the templates that will be used throughout the course and in the final simulation.



Watch video →





Module 3

Brand Diagnosis

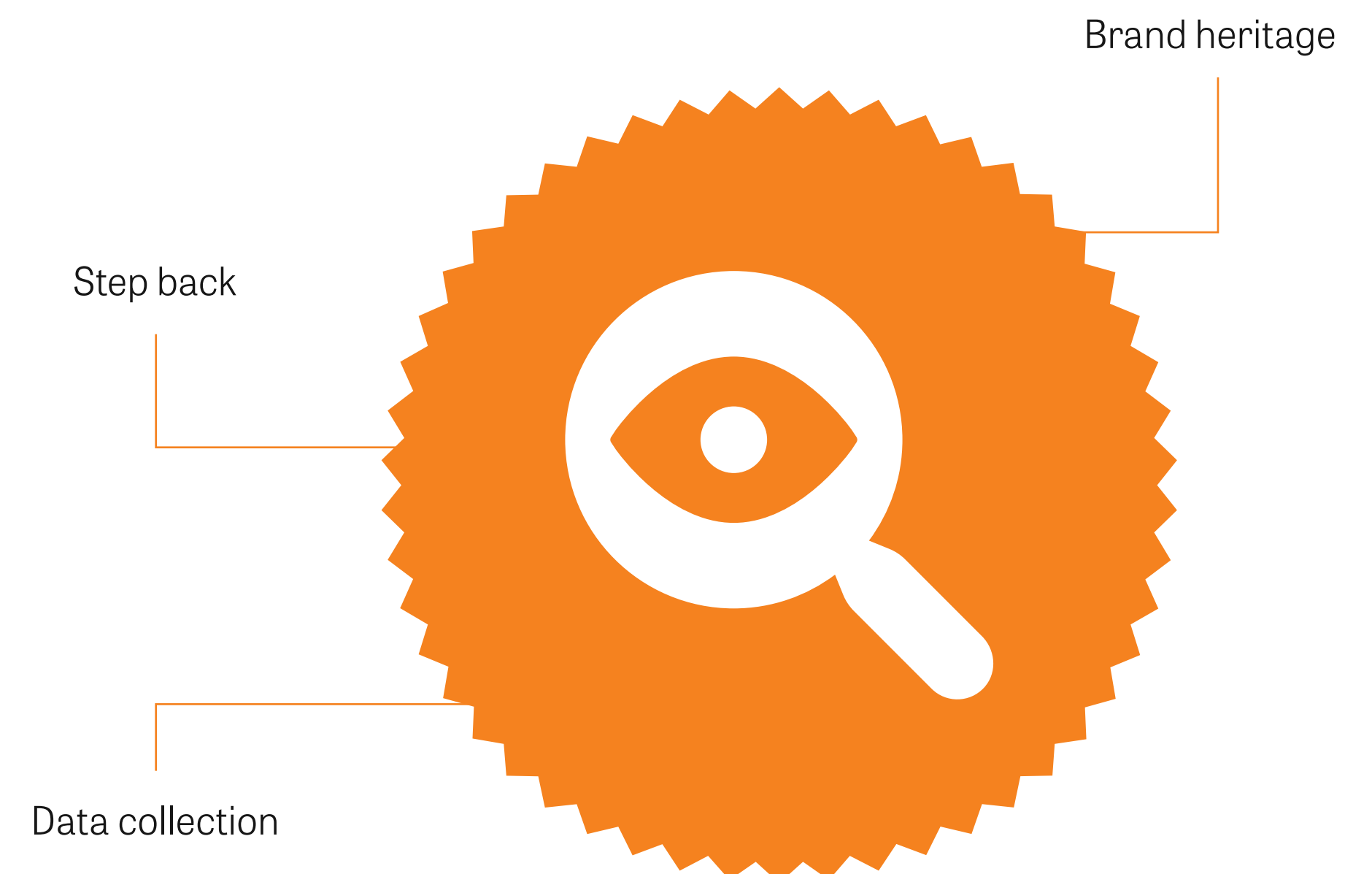
Module length: 47 mins | *Readings:* 4 | *Study time:* 2 hrs

The first big step in the brand management process is always a step back. Collecting the right kinds of data to conduct a fully realised diagnosis of the brand you now lead is always the optimum starting point.

This module reviews the best forms of market research plus the role of founders, heritage and provenance in getting to grips with brand awareness and brand image.



Watch video →





Module 4

Targeting

Module length: 41 mins | *Readings:* 4 | *Study time:* 2 hrs

It looks at first sight such a simple challenge; who are we going to go after for our brand? But the reality is that this is one of the most complex modules on the course.

To be successful in the 21st century you have to go after both the long and the short; long-term brand growth, requiring mass marketing, and short-term activations, requiring a more segmented approach. Mastering, managing and combining them together in a two-speed plan is massively important.



Watch video →





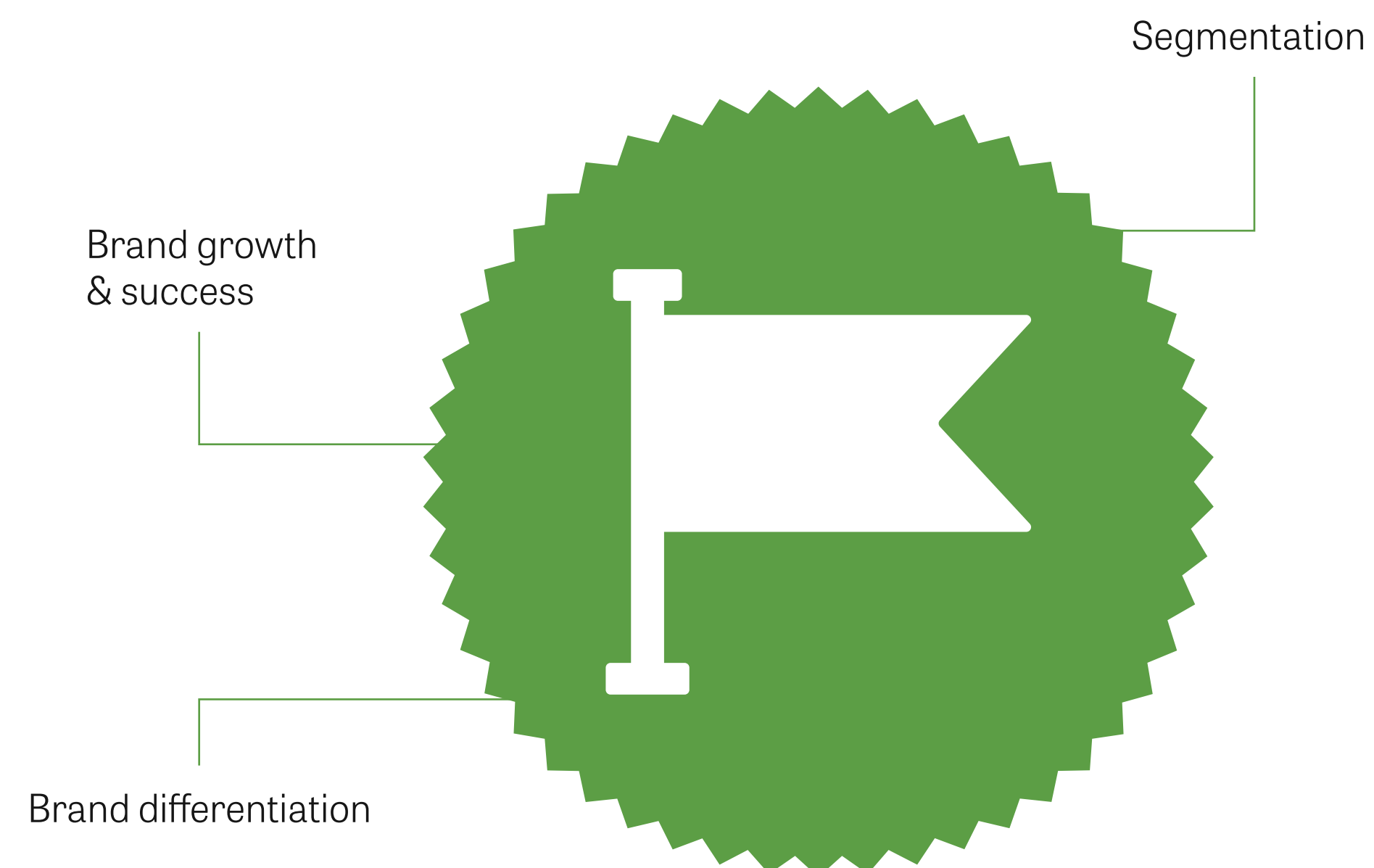
Module 5

Brand Positioning

Module length: 53 mins | *Readings:* 6 | *Study time:* 2 hrs

This module guides you to define brand in a simple, concise way which will lead to genuine differentiation and impact the market.

Learn from Mark's huge experience working for several billion-dollar brands on their positioning and understand an advanced method to do positioning unlike any other.



Watch video →



Module 6

Brand Codes

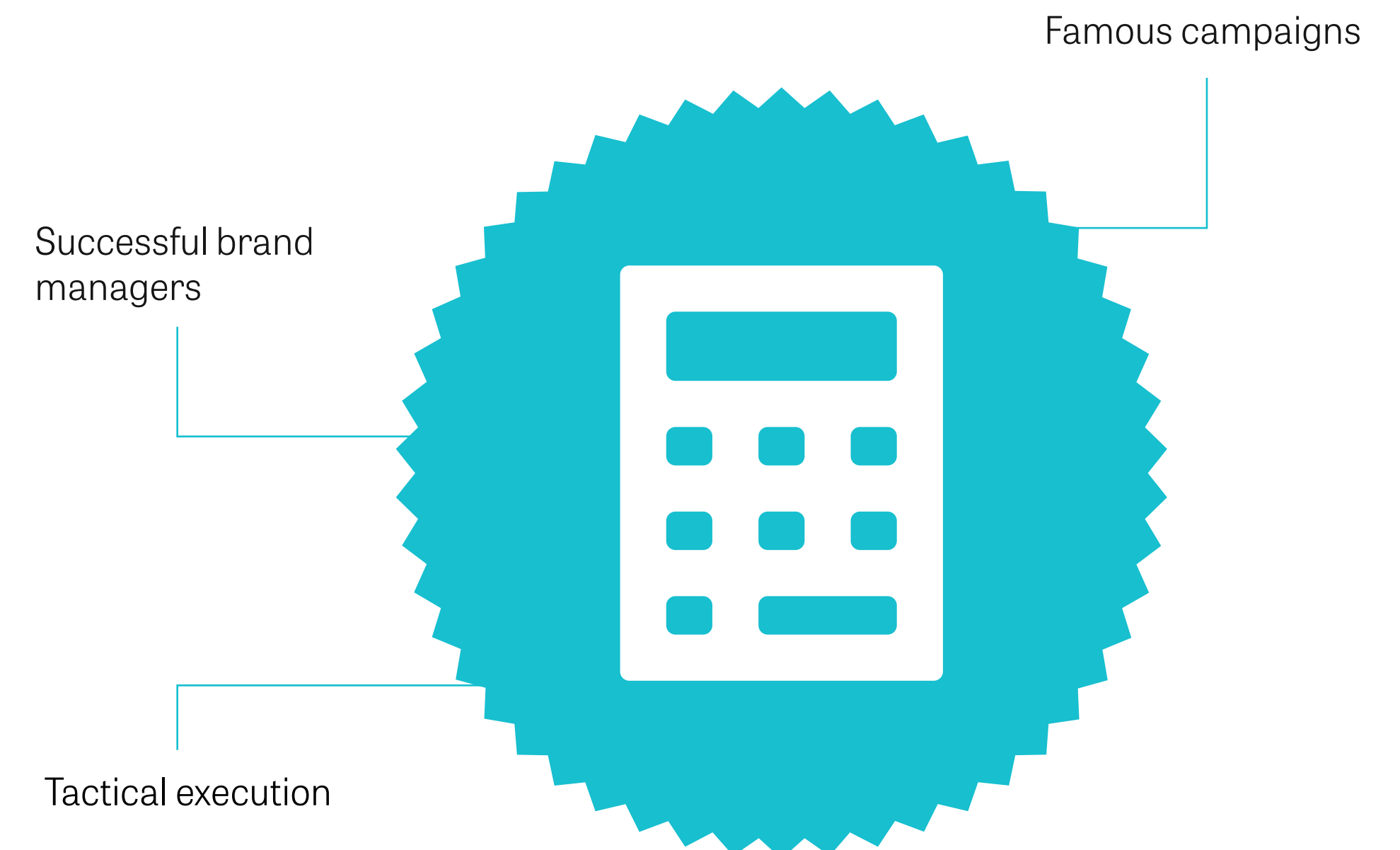
Module length: 44 mins | *Readings:* 4 | *Study time:* 2 hrs

Moving from differentiation to distinctiveness, this is where brand codes really stand out as being more important than brand positioning in establishing a successful brand.

Here you will learn from many of the brands Mark has worked with to understand how they have established, identified and executed their codes for maximum market impact.



Watch video →





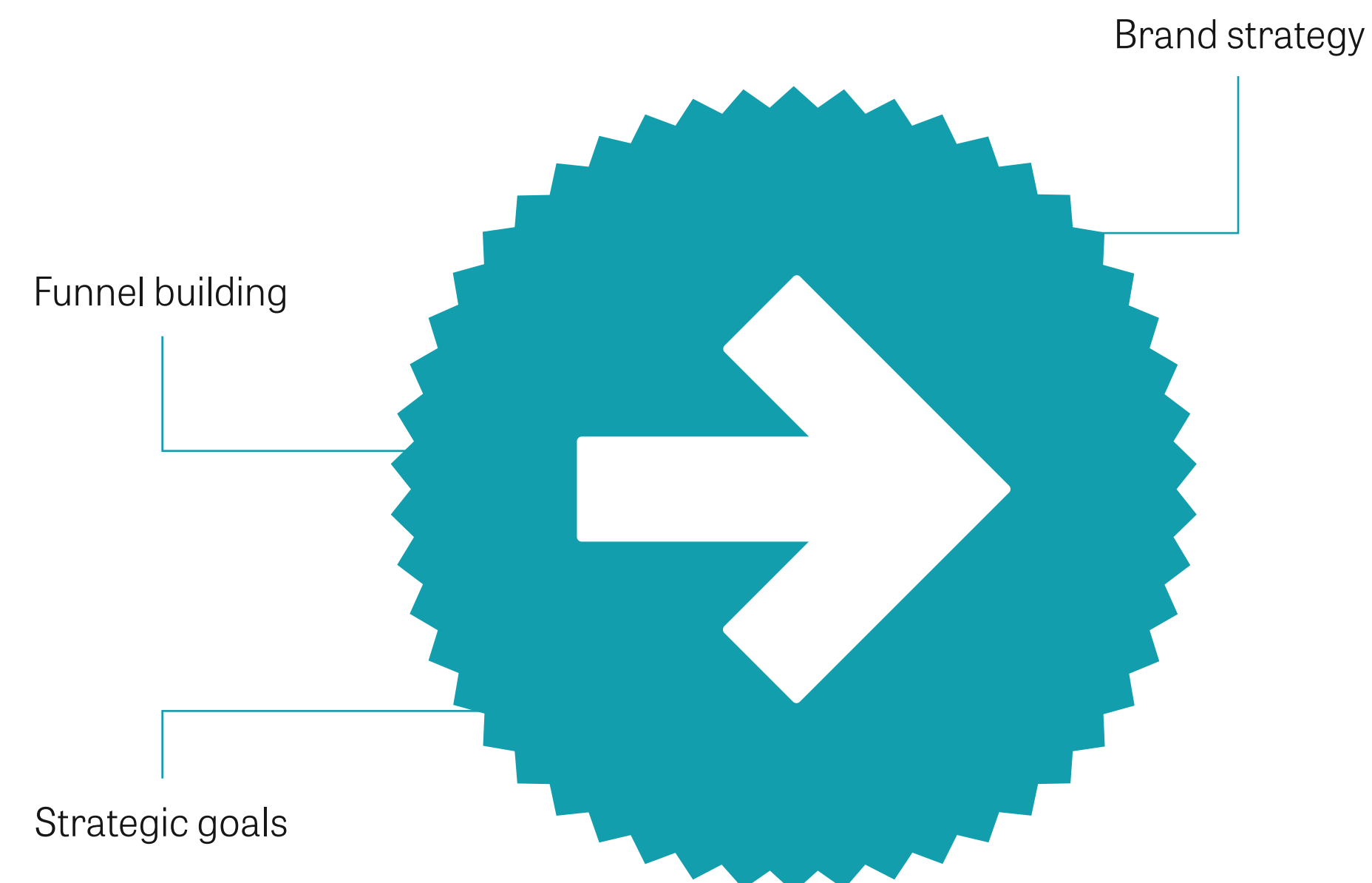
Module 7

Brand Objectives

Module length: 53 mins | *Readings:* 4 | *Study time:* 2 hrs

**How do you build a proper sales funnel?
This module explains everything in
minute detail and allows you to come
out of it with clear, concise and
succinctly written brand objectives.**

We analyse how these objectives, along with positioning and targeting, form the basis of great brand strategy.



Watch video →



Module 8

Brand Architecture

Module length: 42 mins | *Readings:* 4 | *Study time:* 2 hrs

Most companies have more than one brand but unfortunately most haven't even thought about how they manage their portfolio properly. What is the optimum number of brands in a portfolio?

How should they be arranged - close together or far apart - and how do you diversify your portfolio in order to enable brand extension to feed your growth? There is no more important topic in the whole pantheon of brand management than brand architecture and we really get under the bonnet of it in this module.



Watch video →





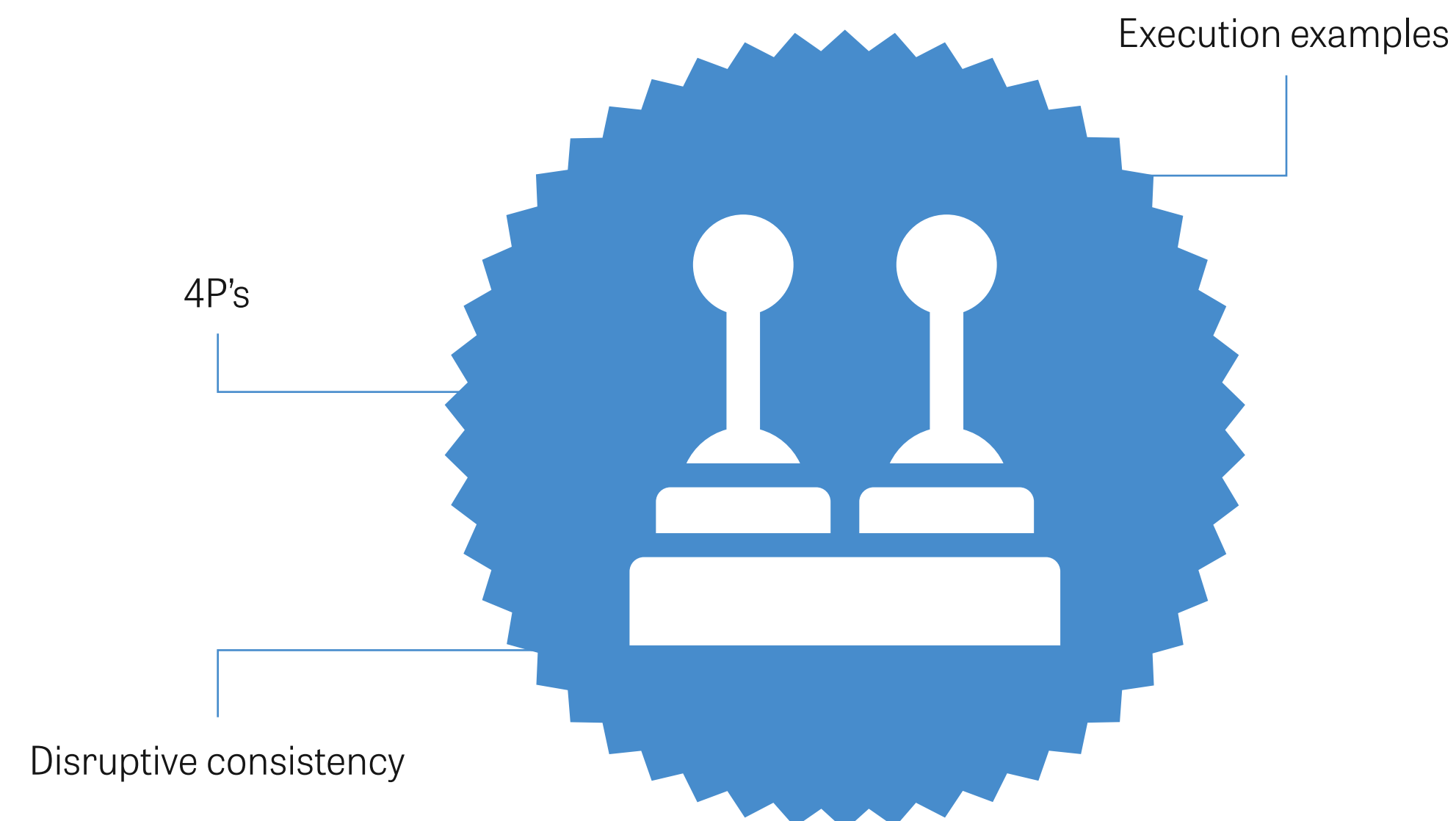
Module 9

Tactical execution

Module length: 45 mins | *Readings:* 4 | *Study time:* 2 hrs

Tactics are often the new shiny things that make marketers blind to the correct path.

This module shares some of Mark's favourite tactical executions from the past and demonstrates how good diagnosis has led to clear brand strategy that creates a foundation for driving exceptional tactical execution.



Watch video →



Module 10

Budgeting and Brand Tracking

Module length: 50 mins | Readings: 5 | Study time: 2 hrs

In this module, we look at how the final brand budget is put in place. The weakness of traditional methods are reviewed; it's simply not good enough to use an advertising to sales ratio to set an appropriate budget.

What is a better approach for setting the correct budget? We look at the final step in branding - How do you track a brand and how do you do it properly?



Watch video →



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Simulation

During this short yet intensive module, participants will learn and practice brand strategy principles: targeting, positioning, product design, pricing and communication.

Week-by-week you'll take the lessons you've learned from each module record them and apply to one of Mark's renowned brand planning templates.

Then, instead of an exam, you'll be put in charge of managing your very own brand 'Moon' and putting your brand plan through its paces in a competitive, simulated market for five years.

The simulation is fun, highly engaging and easy to learn through the three stages.



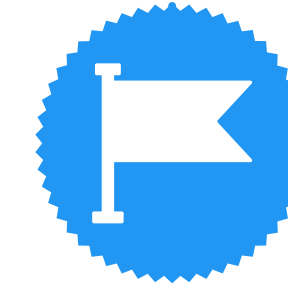
Prepare

Discover how to use the platform and review the core concepts.



Analyse

Understand the market and the competitor landscape.



Decide

Make the key decisions that ultimately decide the fate of your brand.

Your grade is based both on the theory behind your brand plan and crucially on the performance (share price) of your simulated company.

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April

Mon	Tue	Wed	Thu	Fri
28	29			1 April
4	Module 01 The What and Why of Brand5	6	7	8
Module 02 Brand Management11	12	13	12pm BST Q&A with Mark #114	15
Module 03 Brand Diagnosis	19	20	21	22
Module 04 Brand Targeting25	26	27	28	12pm BST Q&A with Mark #2

June

Mon	Tue	Wed	Thu	Fri
Module 09 Tactical Execution30	31	1 June	2	3
Module 10 Budgeting and Brand Tracking6	7	8	9	12pm BST Q&A with Mark #5 Brand Plan Deadline10
13	9am BST Simulation Release14	15	16	17
20	21	22	23	Simulation Deadline24
27	28	29	30	1 July Course Conclusion Workshop

* Modules will be released every Monday. Recommended pace is one module per week.

May

Mon	Tue	Wed	Thu	Fri
Module 05 Brand Positioning2	3	4	5	6
Module 06 Brand Codes9	10	11	12	12pm BST Q&A with Mark #313
Module 07 Brand Objectives16	17	18	19	20
Module 08 Brand Architecture23	24	25	26	12pm BST Q&A with Mark #427

July

Mon	Tue	Wed	Thu	Fri
4	5	6	7	Platform Closure
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

Simulation Period 14 June 9am BST - 24 June 5pm BST



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barclaycard

Beiersdorf



Coca-Cola



Google

itv

Jurlique



News UK



ODEON



facebook

theguardian



William HILL



Testimonials

Google

“One of the most beneficial learning courses I’ve done. Mark Ritson is very engaging and down to earth.”

Senior Account Manager, Google

Cath Kidston

“Worth every penny. It’s the best training I have ever had. Mark Ritson is inspiring. Do it!”

Head of Marketing, Cath Kidston



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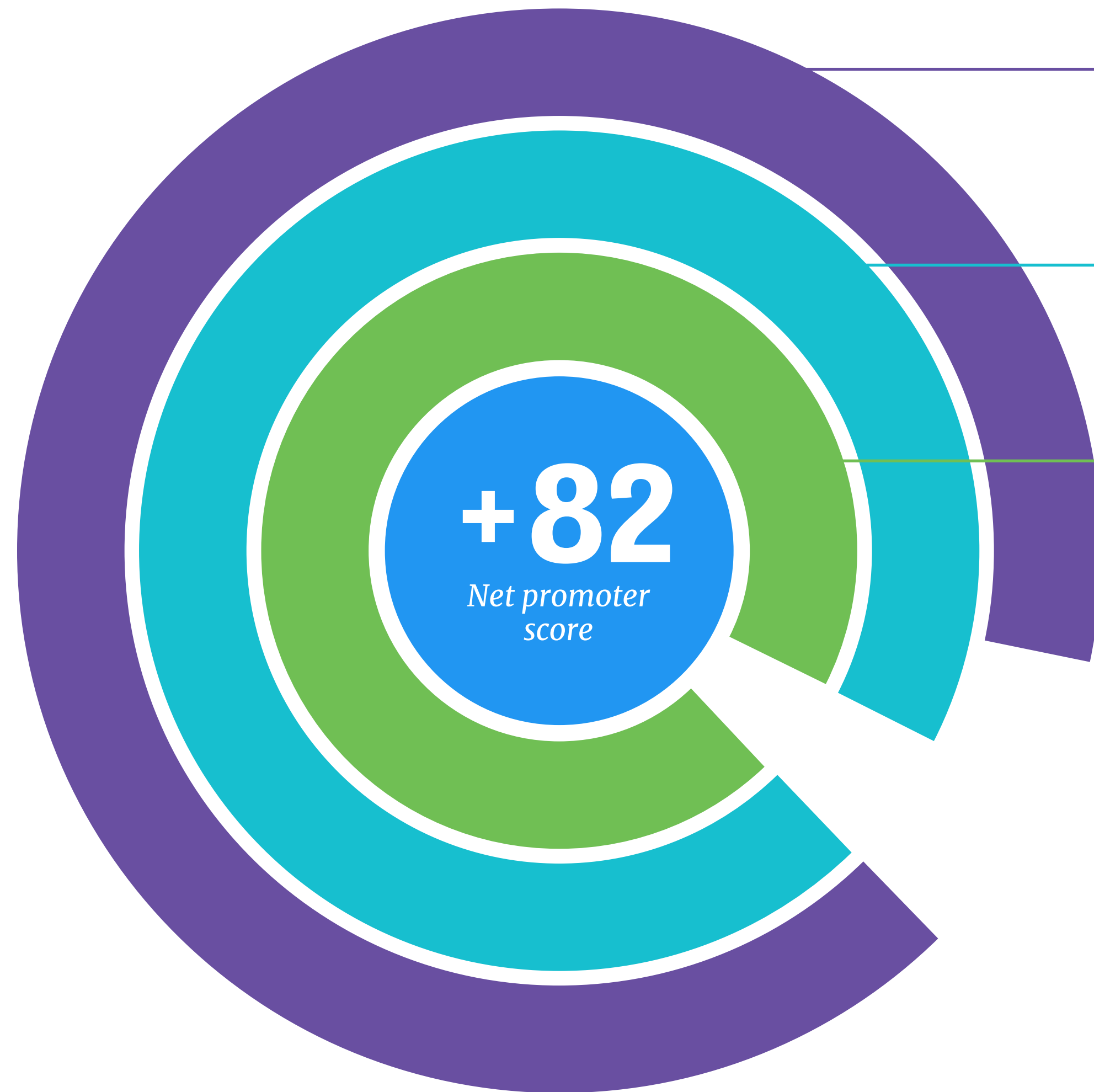
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97%

Feel more effective at work

89%

Feel more inspired at work

99%

*Feel more confident
after doing the course*

 **4,000**

*people have completed the
course since its inauguration
in 2016.*

 **79**

*A global learning programme
with Alumni from over 79
countries around the world.*

Contact

Want to get in touch?

Drop us a line or give us a call.
One of our team members will be
in touch within 24 hours to help
you with your enquiry.

- Mini MBA in Marketing,
10 York Road, London, SE1 7ND
- +44 (0)20 7970 4444
- brand.mba@marketingweek.com

Sales



Matt Smit
Global Client Director
matthew.smith@xeim.com
+44(0) 20 7970 4845

Linked 



Jon Lancaster
Global Corporate Development Manager
jon.lancaster@xeim.com
+44(0) 20 7970 4135

Linked 

Customer service



Justin Weddle
Group Director of Digital Learning
justin.weddle@xeim.com
+44(0) 20 7970 4444



Glen Harber
Online Learning Manager
glen.harber@xeim.com
+44(0) 20 7970 4444