

September 2021

Mini MBA in Brand Management course calendar



September

Mon	Tue	Wed	Thu	Fri
	39	31	1 Sept	2
				3
	6	7	8	9
				10
	13	14	15	16
				17
	20	Module 01 The What and Why of Brand 21	22	23
				24
Module 02 Brand Management 27	28	29	30	12pm BST Interactive Q&A with Mark #1
				1 Oct

November

Mon	Tue	Wed	Thu	Fri
Module 07 Brand Objectives 1	2	3	4	5
Module 08 Brand Architecture 8	9	10	11	12pm BST Interactive Q&A with Mark #4
				12
Module 09 Tactical Execution 15	16	17	18	19
Module 10 Budgeting and Brand Tracking 22	23	24	25	12pm BST Q&A with Mark #5 Brand Plan Deadline
				26
	29	30	1	2
				3

October

Mon	Tue	Wed	Thu	Fri
Module 03 Brand Diagnosis 4	5	6	7	8
Module 04 Brand Targeting 11	12	13	14	12pm BST Interactive Q&A with Mark #2
				15
Module 05 Brand Positioning 18	19	20	21	22
Module 06 Brand Codes 25	26	27	28	12pm BST Interactive Q&A with Mark #3
				29

December

Mon	Tue	Wed	Thu	Fri
	6	7	8	9
				10
				Sim Deadline
	13	14	15	16
				Conclusion Workshop
				17
	20	21	22	23
				24
	27	28	29	30
in Add Mini MBA to your LinkedIn 'Education'				Platform Closure
				31

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