



CERTIFICATE IN MARKETING AND BRANDING

DESCRIPTION OF CERTIFICATE

You are surrounded by branding and marketing in modern society; in fact, every day you are exposed to specific messages from a wide variety of groups and organizations that try to persuade you to buy their product, read their message, support their cause, or take some type of action. It is inescapable!

Specific and targeted marketing, as well as branding that is on point, can be a source of success or failure for an initiative. However, not every group and organization can afford marketing, advertising, or public relations agencies to craft a message and send it effectively to target audiences, and not everyone has the background and knowledge to launch marketing and branding campaigns themselves.

If you or your organization is in this situation, or it has been a long time since you have delved into modern marketing and branding, the *Certificate in Marketing and Branding* is the perfect professional development program for you. This certificate program consists of three courses (two in person and one virtual) and will explore the fundamentals of marketing and getting your message out, how to make the most of social media for marketing your organization, and why creating a positive brand for your organization is important and how to do that effectively.

After completing the *Certificate in Marketing and Branding*, you will have the ability—based on information, real-world examples, and putting learned knowledge into practice—to significantly improve both the brand identity and marketing ability of your organization in order to achieve your growth goals.

WHY TAKE THIS CERTIFICATE?

Marketing can be complicated, but there are many effective and accessible tools, tactics, and platforms, including social media, that are valuable to volunteer groups or small organizations. In a world where the public is constantly being bombarded with messages and noise, the key is to get customers to stop, read, and think about your message. The *Certificate in Marketing and Branding* will give you the knowledge and skills to establish your profile, send your message, achieve your goals, and create a consistent brand presence that allows you to continuously reach your target audiences!

COURSE STRUCTURE

The *Certificate in Marketing and Branding* has three courses.

Two courses are in person and are six hours (one day) each, while “Social Media Marketing” is offered virtually and is nine hours long (three hours per day for three days).

COURSES OVERVIEW

THE IMPORTANCE OF MARKETING

SIX (6) HOURS

Participants are already quite well versed in marketing—after all, they’ve been consumers all their lives and have been exposed to hundreds (if not thousands) of advertisements daily! Also, almost all have applied for jobs, marketing themselves, and if they have social media—they have likely marketed themselves even more!

In “The Importance of Marketing,” the group will delve into understanding value propositions and how to create value, the 4Ps in marketing, segmenting and targeting, differentiation and positions, and the creation of a marketing plan (including development, implementation, and evaluation building relationships with customers).

SOCIAL MEDIA MARKETING

NINE (9) HOURS

The “Social Media Marketing” course will teach participants the skills needed to successfully manage social media campaigns, creating a space to ask as many questions as needed.

This interactive course strives to provide participants with the tools they need to effectively manage social media channels with a confident brand voice.

“Social Media Marketing” will focus on

- identifying needs within social media platforms
- creating a unique brand voice
- creating a plan that incorporates brand voice
- providing assistance in the development of a social media/marketing plan
- providing assistance in content creation

This course is strategically spread out over three days to give time to create content and have real-time feedback from the facilitator and other participants.

STRATEGIC BRANDING

SIX (6) HOURS

In “Strategic Branding,” more attention will be paid to brands and branding. A major question examined is “what are brands and why do they matter?” Participants will also focus on how to build a brand and manage it to maximize value to both customers and the organization.

“Strategic Branding” will use interactive, engaging, and real-world examples to develop an understanding of and appreciation for the power of marketing and branding.