

Area of Interest: Creative Media and Communications

Brand Management (Two-Year)

Ontario College Graduate Certificate

Program Code: 1430X01FWO

2 Years

Ottawa Campus

Our Program

Boost your career value exploring the dynamics of building excellence in brand performance.

The two-year Brand Management Ontario College Graduate Certificate program allows you to explore the many facets of brand strategy and management. Industry professionals share their insights and experience to teach you about the tools and strategies to be more business and brand savvy. Learn to navigate the global, digital and socially-conscious marketplace, enabling you to build and maintain a company's most valuable asset-brand equity.

Analyze how a brand is perceived in the marketplace and discover meaningful insights that influence the development of brand strategies and plans. Identify the right combination of brand attributes to reflect and deliver the experience that the consumer expects from the brand. Learn how to develop commercial plans in order to maximize sales. Develop the brand story to connect with consumers, selecting the appropriate brand channels while building brand equity through the management of strategic promotional campaigns. Measure success using brand equity tracking tools. Remain on the forefront of industry trends, by applying innovative and creative thinking skills in all areas of brand development and management.

The program has a strong focus on leadership, teamwork, and strategic thinking skills to prepare you to contribute effectively in Canadian workplaces. Engage in a variety of learning opportunities including case studies, workshops, individual and group work. The program culminates with an opportunity to be part of a brand consulting team. In this full-semester applied project, you design a brand framework and develop the action plan to respond to a Canadian industry partner's brand challenges and opportunities.

Employment opportunities in brand management continue to grow both nationally and internationally. Upon graduation, you may find employment in the private, public and non-profit sectors in the industry, brand consulting or other brand agencies, or with organizations that have a marketing, communications, media, promotions or sales department. These opportunities include:

- retail
- services
- information technology
- manufacturing
- advertising
- market research
- promotion
- digital marketing

Graduates of this program may also start their own brand consulting agency or their own business.

- Enjoy working in a multi-disciplinary team.
- Are creative, innovative and solution-oriented.

- Possess strong interpersonal skills and are adaptable.
- Possess strong ability to create and maintain professional relationships.
- Are adept at strategic thinking, leadership and decision making.
- Thrive in a fast-paced, competitive and dynamic environment.

Employment

Graduates of the program may pursue opportunities as an assistant brand manager, brand manager, digital marketing analyst/specialist, social media marketing analyst, brand consulting assistant/analyst, marketing associate/assistant, brand and social media associate.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Evaluate brand equity and how it impacts financial performance in order to make strategic brand decisions.
- Manage brand strategy in multiple contexts based on brand intelligence and market research to recommend strategies.
- Evaluate the feasibility of brand tactics, including launch, extensions, and promotional activities, to deliver results within a financial and organizational framework.
- Develop and initiate a brand strategy to launch a new brand or maintain/revive an existing brand.
- Create and deliver brand campaigns integrating a range of promotional channels using traditional and digital elements.
- Formulate and apply brand guidelines that include brand content and design assets to ensure successful execution of brand strategies within an organization.
- Apply project management strategies and interpersonal skills to execute collaborative team projects in various industry contexts.
- Explore and evaluate the drivers of the brand landscape and the emerging trends in Canadian and global marketplaces to maintain brand relevance.
- Manage digital and social media brand channels to engage customers and support brand strategy.
- Evaluate and develop a plan to respond to current and potential brand issues to maintain brand reputation.
- Identify and apply discipline-specific factors that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
ADV2100	Understanding the Brand Landscape	42.0
ADV2103	Project Management and Stakeholder Relations	42.0
ADV2104	Brand Strategy I	56.0
ADV2113	Market Research	42.0
ADV2114	Managing Brand Content and Design 1	42.0

ENL2101	Applied Professional Communication	42.0
Level: 02	Courses	Hours
ADV2105	Brand Consulting I	56.0
ADV2110	Delivering Brand Campaigns	56.0
ADV2115	Introduction to Managing Digital and Social Media Strategy	56.0
ADV2116	Managing Brand Content and Design 2	42.0
ADV2117	Brand Measurement	56.0
LFS0016	Professional Skills in Canada	42.0
Level: 03	Courses	Hours
ADV2108	Managing Brand Reputation	42.0
ADV2118	Canadian Context for Brand Management	42.0
ADV2119	Consumer and Shopper Behaviour	56.0
ADV2120	Innovative Mindset Development	42.0
ADV2121	Commercial Plan Development	56.0
LFS0017	Career Development in Canada	42.0
Level: 04	Courses	Hours
ADV2122	Insights Development for Applied Project	56.0
ADV2123	Managing Digital and Social Media Strategy for Applied Project	56.0
ADV2124	Brand Management Applied Project	182.0

Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator>.

Further information on fees can be found by visiting the Registrar's Office website at <https://www.algonquincollege.com/ro>.

Fees are subject to change.

Additional program related expenses include:

- Books and supplies cost approximately \$600 per term.

Admission Requirements for the 2024/2025 Academic Year

Program Eligibility

- Ontario College Diploma, Ontario College Advanced Diploma or Degree or equivalent.
- Applicants must have successfully completed at least one introductory marketing course from a recognized university or college.
- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

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- IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22; OR Duolingo English Test (DET) Overall 120, minimum of 120 in Literacy and no score below 105.

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Application Information

BRAND MANAGEMENT (TWO-YEAR)

Program Code 1430X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Applications are available online at <http://www.ontariocolleges.ca/>.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants applying from out-of-country can obtain the International Student Application Form at <https://algonquincollege.force.com/myACint/> or by contacting the Registrar's Office.

For further information on the admissions process, contact:

Registrar's Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: <https://www.algonquincollege.com/ro>

Contact Information

Program Coordinator(s)

- Kindha Gorman, <mailto:gormank@algonquincollege.com> , 613-727-4723
- Norma Perez, <mailto:perezcn@algonquincollege.com> , 613-727-4723, ext. 4877

Course Descriptions

ADV2100 Understanding the Brand Landscape

The brand management sector promises growth potential in diverse industries within Canada and internationally. Students explore growth areas and learn about the benefits and challenges inherent to each environment, as well as the professional ethical standards demanded from this industry. Through active learning and guest lectures, students explore trends shaping the future of the brand management landscape.

Prerequisite(s): none

Corerequisite(s):none

ADV2103 Project Management and Stakeholder Relations

A brand manager must be a capable relationship and project manager. Students study how multi-faceted campaigns are managed in a variety of settings, including agency and in-house. Using industry software, students set project goals, track progress, and evaluate program delivery. Students also gain leadership skills and techniques to build and maintain valuable stakeholder relationships, with a focus on managing diverse cultural groups for international brands. Through case study scenarios, negotiations and presentations, students learn to navigate the internal culture of an organization and techniques to overcome resistance to organizational change.

Prerequisite(s): none

Corerequisite(s):none

ADV2104 Brand Strategy I

A brand is an organization's and a person's most precious asset, and brand strategy is at the core of developing and maintaining a successful brand. Through team projects, students create strategies to launch a new brand, revive an existing one, and evolve a brand to stay relevant to the changing environment and evolving consumer needs. Students examine the difference between brand tactics and true brand strategies. To create demand throughout its life cycle, students evaluate a brand's purpose, differentiation, attributes, story and promise, communicate the brand internally and externally, and monitor the brand's performance. Case studies and in-class discussions focus on brand strategy best-practices, including the exploration of social innovation pioneers.

Prerequisite(s): none

Corerequisite(s):none

ADV2105 Brand Consulting I

Brand management is analytical but also requires business sense, intuition, flair and vision. Students hone these key attributes and prepare for a collaborative partnership with an industry client. In project teams, learning how a consulting agency operates, students are guided to develop a unique brand management solution.

Prerequisite(s): none

Corerequisite(s):none

ADV2108 Managing Brand Reputation

Proliferation of social media and growing demand for corporate social responsibility has made brand reputation more vulnerable and complex to manage. Students identify ways to boost and protect a brand's reputation by assessing and managing risk and responding to local and global brand issues. Students explore how to protect the intellectual property rights of a brand. Through workshops and group projects, students identify ways to align the efforts of various agencies to support a brand reputation.

Prerequisite(s): none
Corerequisite(s):none

ADV2110 Delivering Brand Campaigns

A good campaign integrates multiple promotional channels to deliver consistent messaging and a seamless experience for customers. Students learn about promotional channels and techniques, such as advertising, public relations, events and sales. Working with brand cases, students analyze needs, develop integrated communications plans, and propose evaluation methods for a strategic multi-channel campaign.

Prerequisite(s): ADV2104
Corerequisite(s):none

ADV2113 Market Research

Market research is critical for identifying opportunities for the growth of brands in today's competitive global marketplace. Students identify gaps in the brand knowledge and then identify required research to examine the consumers', customers' and shoppers' brand perception. Students acquire basic research skills and apply them to the collection and analysis data and to draw conclusions that identify challenges a brand is facing. Students explore the role of third-party researchers the marketplace. Working in teams, students develop and execute a full research project for a simulated client, which can include an online survey, traditional and/or online focus groups or in-depth interviews. Teams interpret their findings and present results for management to action.

Prerequisite(s): none
Corerequisite(s):none

ADV2114 Managing Brand Content and Design 1

Across the globe, consumers have a growing appetite for visual storytelling and coherent, emotionally connected narrative/brand story, and in an increasingly noisy marketplace, brands are learning that they must work harder to stand out. Students explore the fundamentals of brand content and the creative brief for effective design, critique visual and verbal brand elements and direct the process of refreshing a brand's identity.

Prerequisite(s): none
Corerequisite(s):none

ADV2115 Introduction to Managing Digital and Social Media Strategy

Digital and social media platforms have changed the brand experience and how brands engage with stakeholders, expand to global markets, and demonstrate socially responsible values. Students explore how digital and social media brand channels can be managed to engage and respond to customers. Students create coherent content to emotionally connect, building and fortifying the brand. Students use online tools to identify, engage and leverage brand influencers and to develop brand strategies in line with social and digital media feedback. Students evaluate strategic benefits and limitations of various social and digital channels, and measure the effectiveness of online branded content.

Prerequisite(s): none
Corerequisite(s):none

ADV2116 Managing Brand Content and Design 2

Consistency in the implementation of a brand reinforces the connection of a brand with the target audience. Refreshed brands can stand out in a marketplace filled with choice. To ensure consistency across brand touchpoints, students develop brand guidelines and explore when and how to deviate from those guidelines to benefit the brand or address the unique needs of stakeholders. Through case studies, students practise developing fresh identities for existing brands.

Prerequisite(s): ADV2114
Corerequisite(s):none

ADV2117 Brand Measurement

Brand value is determined in part by how consistently and effectively the brand delivers its promise to consumers, customers and shoppers. Students explore the value of a brand measuring systems to identify the brand's role in delivering stakeholder expectations. Students measure the key variables used to track financial and brand performance and examine the correlation between the two. Through discussion, analysis and workshops, students analyze key brand performance indicators.

Prerequisite(s): none
Corerequisite(s):none

ADV2118 Canadian Context for Brand Management

Understanding the Canadian environment is key for designing and adapting brands to meet the needs of Canadian consumers, customers, and shoppers. Students explore Canada's multicultural landscape to identify the values that influence the development of brands that attract Canadian consumers. Working with Canadian brand cases, students identify the challenges and opportunities, and develop strategies to create competitive brands in today's marketplace. Through case studies, students practice adapting brand management plans to the values of the target market in Canada.

Prerequisite(s): none
Corerequisite(s):none

ADV2119 Consumer and Shopper Behaviour

Strong brands have outstanding consumer and shopper understanding. Students examine the factors that influence consumer and shopper behaviour to enhance the customer journey driving brand growth. Integrating theory into practice, students complete in-depth analyses of case studies to identify how, where, and why consumers are shopping and then develop the proper strategies and plans to support brand growth.

Prerequisite(s): ADV2113
Corerequisite(s):none

ADV2120 Innovative Mindset Development

Unique brand solutions are discovered when innovative thinking is applied in response to brand challenges. Students explore techniques to think differently to discover their creative potential. Through problem cases and creativity workshops, students work collaboratively, to develop and execute breakthrough ideas.

Prerequisite(s): none
Corerequisite(s):none

ADV2121 Commercial Plan Development

A commercial plan identifies the appropriate steps to launch a new product into the marketplace. Students explore the customer journey and examine the elements of a commercial plan. Through brand cases, students develop the go-to-market approach aligned with the brand strategy, creating a product rollout plan to ensure the company can effectively release products and maximize sales.

Prerequisite(s): none
Corerequisite(s):none

ADV2122 Insights Development for Applied Project

Extracting, synthesizing and translating data into strategic insights creates a competitive advantage in today's global marketplace. Students acquire and integrate data from multiple external and internal sources related to consumers, shoppers, customers, and market competitors. Working with an industry partner and with the support of coaching sessions, students identify and test hypotheses of the root cause of brand performance. Students then discover meaningful insights into the data and communicate them through a clear narrative to support the development of industry partner's brand strategies and plans.

Prerequisite(s): ADV2119

Corerequisite(s): ADV2123 and ADV2124

ADV2123 Managing Digital and Social Media Strategy for Applied Project

Brands live in highly competitive markets, and use digital and social media strategies to differentiate from other brands. Working with an industry partner and with the support of coaching sessions, students develop the brand story through a digital and social media strategy to address the brand opportunities and challenges faced by the organization.

Prerequisite(s): ADV2115

Corerequisite(s): ADV2122 and ADV2124

ADV2124 Brand Management Applied Project

The art of brand consulting relies on the ability to communicate deep brand understanding to the right people in the right ways. Working with an industry partner and with the support of coaching sessions, students apply the full scope of brand management consulting to an applied project designed to address the client's brand challenges and opportunities. In teams, students create unique brand strategies which uses brand insights and market research to develop brand and digital media plans that support growth.

Prerequisite(s): ADV2104 and ADV2105

Corerequisite(s): ADV2122 and ADV2123

ENL2101 Applied Professional Communication

The application of advanced communication skills, specific to the Canadian workplace, plays a principal role in career success and in the smooth functioning of any organization. Students build on existing language skills, applying them to a Canadian professional context. Students explore how academic integrity is maintained in Canadian contexts through the proper documentation of research. By delivering presentations and engaging in speaking activities, students hone and develop confidence in their interpersonal communication skills for Canadian academic and workplace environments.

Prerequisite(s): none

Corerequisite(s): none

LFS0016 Professional Skills in Canada

In addition to technical skills, professional skills are critical for professionals to effectively adapt and contribute to highly competitive and changing Canadian work environments. Students reflect on the difference between professional contexts in Canada and abroad. Students explore basic strategies, tools, and services that support their personal branding, networking and entry into the Canadian workforce. Through research, professional development activities, and reflection, students compare the professional skills they already possess and identify areas for growth that are valuable in Canadian work and study contexts. Topics include key Canadian skills such as leadership, emotional intelligence, teamwork, conflict resolution, communication, presentation skills, and adaptability. Students build professional skills as a foundation for entry or advancement in their field of choice in Canada.

Prerequisite(s): none

Corerequisite(s): none

LFS0017 Career Development in Canada

Developing and managing a career in Canada requires an intentional and proactive approach. Students identify the difference between career development in Canada and other courses in order to create a strategy appropriate to the Canadian context. Students become better equipped to meet their career goals and transition into their field in different types of organizations in Canada. Students build a career development strategy using the tools and approaches relevant to entry into the Canadian labour market. Students research the self-employment and employment landscape of their chosen field and the types of career opportunities that exist in Canada. Students identify opportunities for professional development offered by training providers or accrediting bodies, key players in the industry, and different career pathways in the Canadian labour market. Students practise tailoring their cover letter, curriculum vitae, networking, and interviewing to specific Canadian self-employment and employment opportunities. Through research and in-class activities, students examine the features of Canadian work environments and the complexities of the Canadian labour law.

Prerequisite(s): none

Corerequisite(s):none