

BUSINESS IN  
TRANSFORMATION  
PROGRAM

# Branding & Marketing



Learning & Development arm of Pernas



# ABOUT THE COURSE

*Branding & Marketing* is designed to guide the BIT entrepreneurs to strengthen their brand and establish the marketing strategies.

## LEARNING OUTCOME

Upon completion of this course, you will be able to:

- Understand the importance of brand position.
- Build up the company's branding.
- Strengthen their brand's identity.
- Determine various types of localised marketing and experiential marketing.
- Develop impactful marketing initiatives for the business.

## DURATION

- 2 Days

## TRAINER

- Course is delivered by Pernas Certified Trainers.

## LEARNING METHODOLOGY

- Lecture classroom - based
- Interactive group discussion
- Presentation

## WHO SHOULD ATTEND

- BT Pre-Franchisors

## SIGN UP NOW!

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