

# IAS

## PROFESSIONAL CERTIFICATE IN BRAND MANAGEMENT

HOW BRANDS ARE BUILT

THE WHAT & WHY OF BRAND IDENTITY

BRANDING ACROSS  
THE SUPPLY CHAIN

# IAS PROFESSIONAL CERTIFICATE IN BRAND MANAGEMENT

This Programme has been designed for both client and agency executives who have responsibility for developing and managing a company's Brand Identity.

It is based on the 360 Degree Brand concept that a company's brand is an all-embracing idea that is built from the inside out. People, process and product have all to be aligned before any campaign to promote the corporate or product identity.

The course format will be participative. Theories will be illustrated through case studies of both global and local brands. To benefit from the interactive nature of the Programme, there will be group discussions where participants can exchange issues and

problems which they face in the course of their work.

Participants will also work in groups on a project of their choice, involving one of their own, or a real-life example, so that they can gain hands-on experience in Brand Building.

This 8 weeks Programme will be led by a Course Director who will be supported by three to four senior practicing executives from agency and client companies. The subjects to be covered are as shown below in the Course Content but the order in which they are presented may be subject to change due to the work commitments of the various senior executives.

*Topics include:*

- **The What and Why of Brand Identity**
- **How Brands are Built**
- **The Influence of Culture**
- **An Inside-Out Perspective**
- **Branding Across the Supply Chain**
- **B2C: From Mass Marketing to Mass Customisation**
- **B2B: Branding You in Relationship Marketing**
- **Project Presentation**

Time : 7pm – 10pm

**IAS Student Membership - S\$50.00**

**IAS Members: S\$800.00**

**Non-IAS Members: S\$950.00**

*GST not applicable.*

*Mode of payment : All major credit cards and cheques only - no NETS/cash payment.*

To find out more, please call 6220 8382 or fax your enquiries to 6220 7187.

Alternatively you can e-mail us at [iasedu@ias.org.sg](mailto:iasedu@ias.org.sg) or [adexedu@ias.org.sg](mailto:adexedu@ias.org.sg). Do visit our website at [www.ias.org.sg](http://www.ias.org.sg)



## PROFILE OF IAS

The Institute of Advertising (IAS) was established in 1990. The then Honourable Minister of State for Trade & Industry; and Communications & Information, Mr Mah Bow Tan launched the Institute. It also received its official recognition from the Registrar of Societies in Singapore. It has since grown, from a simple provider of training courses in advertising and related subjects, into a professional organization today catering to the interests of individual advertising and communications practitioners nationwide.

### Diploma Courses conducted by IAS

- **Diploma in Marketing Communications**
- **Diploma in Creative Communications**
- **Professional Diploma in Advertising & Design**

### Professional Certificate Courses conducted by IAS

- **IAS Portfolio School**
- **IAS Brand Management School**
- **IAS Media Planning School**
- **IAS/4As Account Planning School**
- **IAS Copywriting School**
- **IAS Corporate Communications School**
- **IAS Video/Graphics Production School**
- **IAS Advertising by Design**
- **Professional Certificate in Advertising & Promotional Design**

### Awards

- **Diploma in Marketing Communications - Institute of Advertising, Singapore**
- **Diploma in Creative Communications - Institute of Advertising, Singapore**
- **Diploma in Marketing Communications - International Advertising Association, New York**
- **Professional Certificate - Institute of Advertising, Singapore**
- **Professional Diploma in Advertising & Design - Institute of Advertising, Singapore & Chatsworth Medi@rt Academy Pte Ltd**
- **Professional Certificate - Institute of Advertising, Singapore & Chatsworth Medi@rt Academy Pte Ltd**

### Participants from the following organisations have attended the IAS Courses listed at left

Asatsu-DK S'pore Pte Ltd  
AXN Asia  
Batey / Redcell  
Caltex International  
Clear Channel Singapore  
Coda Advertising Pte Ltd, Malaysia  
CreAds Advertising Pte Ltd  
Dentsu Asia Pte Ltd  
Draftworldwide Pte Ltd  
International Herald Tribune  
Kraftig Pte Ltd  
M&C Saatchi Singapore  
North Star Design & Communications Pte Ltd  
Siemens Pte Ltd  
Sime Darby Edible Products Ltd  
Spring Singapore  
Starcom Media Worldwide  
Temasek Polytechnic  
The Asahi Shimbun  
10AM Communications