

Business Strategy and Brand Management

Joint Diploma Global Executive Program implemented by the University of Information Technology and Management and ESEN University.

Duration 60 clock hours	Format Online	Cost PLN 5,700	Next edition Starts 19 September
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About the programme

This 16-week executive programme develops strategic leadership capabilities across modern strategic management. It covers business strategy, strategic brand management, consumer behaviour, corporate communication, statistics and information management, market research, strategic thinking, digital marketing and AI, intellectual property law, employer branding, personal leadership, entrepreneurship and brand orientation.

Designed for senior leaders, the programme focuses on building strategies that align organisational culture with competitive market realities, supporting innovation and the delivery of immediate value within an organisation.

Core curriculum pillars

- **Strategic Mastery:** Strategic Thinking, Business Strategy and Entrepreneurship for sustainable growth and innovation.
- **Brand & Reputation:** Strategic Brand Management, Brand Orientation, Employer Branding and Corporate Communication.
- **The Modern Consumer:** Consumer Behaviour and Market Research methodologies.
- **Data & Digital Frontier:** Statistics, Information Management, Digital Marketing and AI.
- **Governance & Growth:** Essential insights into Intellectual Property Law.
- **The Human Element:** Personal Leadership, inspiring teams and managing change.

Who is it for?

The programme is intended for mid-to-senior level executives; strategic marketing and brand leaders; corporate communication and HR specialists; data-driven decision makers; entrepreneurs and business owners; and consultants working with business strategy, branding and organisational development.

Programme

- Consumer Anthropology / Understanding Market Research
- Consumer Neuro-Psychology
- Contemporary Consumer Trends: Implications for Strategic Branding
- Corporate Communication
- Digital Marketing and AI
- Essentials of Intellectual Property Law for Managers
- Human Resources Management and Managing Employer Brand
- Services Marketing
- Strategic Brand Management
- Strategic Thinking and Disruptive Business Models
- Unlocking the Power of Statistics in Management

Faculty and schedule

The programme was developed by Dr Bartolomeo Rafael Bialas and Dr Izabela Cichocka and is delivered by a cross-disciplinary faculty from the United States, Poland, Turkey and Guatemala. Classes take place every week on Saturdays and Sundays from 5:00 PM, with a total of 5 clock hours of classes each weekend.

Source: official Business Strategy and Brand Management course page, University of Information Technology and Management. Content reproduced and condensed only from information published on the course page.