

A Focus on ...
Brand Consulting: Helping a Brand to establish or re-establish its product identity
(Introduction Level)
Summer Term, July 20th - July 30th, 2010
Tentative Schedule

Course Coordinator: Tania Giancesin

Course Leader and Professor: Damon Pittman

1° week

Friday free

day	time	date	professor	h.	lesson-subject
Monday	10:00-11:00	05.07.10	NABA Staff	1	Welcome and Orientation
	11:00-13:00		Damon Pittman	2	Intro to Brand Consulting
	13:00-14:00		break		
	14:00-17:00		Damon Pittman	3	Discussion on Non- Branding
Tuesday	10:00-13:00	06.07.10	Damon Pittman	3	Hand out of articles related to Branding and discussion
	13:00-14:00		break		
	14:00-16:00		Damon Pittman	2	Field research
Wednesday	10:00-13:00	07.07.10	TBD	3	Guest Speaker
	13:00-14:00		break		
	14:00-16:00		Damon Pittman	2	List of examples of companies with the best branding and what makes it so
Thursday	10:00-13:00	08.07.10	Damon Pittman	3	Open panel discussion
	13:00-14:00		break		
	14:00-16:00		Damon Pittman	2	Mini Exam

2° week

day	time	date	professor	h.	lesson-subject
Monday	10:00-13:00	12.07.10	Damon Pittman	3	Branding proposal for business
	13:00-14:00		break		
	14:00-16:00		Damon Pittman	2	Company visit (TBD)
Tuesday	10:00-13:00	13.07.10	Damon Pittman	3	International Comparaison of Branding
	13:00-14:00		break		
	14:00-16:00		Damon Pittman	2	Self Branding
Wednesday	10:00-13:00	14.07.10	Damon Pittman	3	Importance of Logo Design
	13:00-14:00		break		
	14:00-16:00		Damon Pittman	2	Creating of Logo Design
Thursday	10:00-13:00	15.07.10	Damon Pittman	3	Presentation Preparation
	13:00-14:00		break		
	14:00-16:00		Damon Pittman	2	Presentation Preparation
Friday	10:00-13:00	16.07.10	Damon Pittman	3	Final Presentation
	13:00-14:00		break		
	14:00-16:00		Damon Pittman	2	Final Presentation