

Course Synopsis

This module focuses on the intersection of branding and entrepreneurship, providing students with the tools to build and scale a brand-driven business. It covers key concepts such as brand positioning, competitive differentiation, and innovative business models, with an emphasis on scalability and growth hacking techniques.

Students will explore case studies of successful entrepreneurs and emerging brands to identify key success factors and common pitfalls. The module also examines strategies for achieving market dominance, leveraging digital branding for expansion, and sustaining brand equity over time.

Through applied research and project-based learning, students will develop branding strategies tailored to the needs of new or growing market.

Learning Outcome

Upon successful completion of this module, students will be able to develop and implement a brand-driven business model that aligns with market needs and competitive dynamics. They will acquire skills in brand positioning, scalability, and growth hacking strategies to drive sustainable business expansion.

Students will also analyze and apply entrepreneurial branding techniques, assess case studies of successful and failed brand-driven businesses, and understand key factors that contribute to long-term brand sustainability.

Through a research-based project, they will develop actionable branding strategies that support business growth, competitive advantage, and market leadership.

Course Topics

- Developing a brand-driven business model and market positioning
- Strategies for brand scalability, growth hacking and market dominance
- Case studies of successful brand entrepreneurs and emerging brands
- Branding strategies for a new or growing business venture