

Course Synopsis

This module explores the transformative role of emerging technologies in brand development and business innovation. It examines the impact of AI, blockchain, and automation on branding strategies, customer engagement, and operational efficiency.

Students will learn how to leverage digital transformation to enhance personalized branding, improve customer experience, and manage technological disruptions in competitive markets.

Through case studies and a research-based project, the module provides practical insights into adapting branding strategies for a rapidly evolving digital landscape, equipping students with the skills to drive innovation and maintain brand relevance in an era of continuous technological change.

Learning Outcome

Upon successful completion of this module, students will be able to analyze and apply emerging technologies such as AI, blockchain, and automation in brand development and management. They will develop the skills to design innovative customer experiences, implement personalized branding strategies, and navigate digital disruptions effectively.

Students will also gain the ability to critically assess technological shifts, evaluate their impact on branding and business operations, and formulate strategic responses to maintain competitiveness in a rapidly evolving digital landscape. Through practical applications and research, they will enhance their capacity to drive digital transformation and innovation within organizations.

Course Topics

- AI, blockchain, and automation in brand development
- Customer experience innovation and personalized branding strategies
- Managing disruption and technological shifts in branding (project paper)
- Digital transformation impact on a selected brand