





## Course Synopsis

This module explores the dynamic field of digital branding, focusing on the intersection of technology, consumer engagement, and brand storytelling. It covers key topics such as social media influence, viral marketing techniques, and the integration of AI and data analytics in digital brand strategies.

Students will analyze case studies of successful and failed digital branding campaigns to understand the factors that drive brand success in the digital space.

The module also examines strategies for managing online brand reputation, optimizing brand communication across digital channels, and leveraging emerging technologies for brand growth.

Through applied research and strategic analysis, students will develop digital branding solutions tailored to the evolving digital landscape.

## Learning Outcome

Upon successful completion of this module, students will be able to apply digital storytelling techniques to enhance brand positioning and engagement across online platforms.

They will develop the skills to leverage social media influence, viral marketing tactics, and AI-driven consumer insights to optimize brand communication.

Students will also analyze the impact of data analytics on digital branding strategies and assess real-world digital branding campaigns.

Through practical case studies and a research-based project, they will gain the ability to design and implement innovative digital branding strategies that align with consumer behavior and market dynamics.

## Course Topics

- Digital brand storytelling, social media influence, and viral marketing
- The impact of AI and data analytics on consumer branding strategies
- Case studies of high-impact digital branding campaigns
- Analysis of a digital branding strategy in a selected industry