

April 2022

Mini MBA in Brand Management course calendar



April

Mon	Tue	Wed	Thu	Fri
28	29	30	31	1 April
4	Module 01 The What and Why of Brand 5	6	7	8
Module 02 Brand Management 11	12	13	12pm BST Q&A with Mark #1 14	15
Module 03 Brand Diagnosis 18	19	20	21	22
Module 04 Brand Targeting 25	26	27	28	12pm BST Q&A with Mark #2 29

June

Mon	Tue	Wed	Thu	Fri
Module 09 Tactical Execution 30	31	1 June	2	3
Module 10 Budgeting and Brand Tracking 6	7	8	9	12pm BST Q&A with Mark #5 Brand Plan Deadline 10
13	9am BST Simulation Release 14	15	16	17
20	21	22	23	Simulation Deadline 24
27	28	29	30	Course Conclusion Workshop 1 July

May

Mon	Tue	Wed	Thu	Fri
Module 05 Brand Positioning 2	3	4	5	6
Module 06 Brand Codes 9	10	11	12	12pm BST Q&A with Mark #3 13
Module 07 Brand Objectives 16	17	18	19	20
Module 08 Brand Architecture 23	24	25	26	12pm BST Q&A with Mark #4 27

July

Mon	Tue	Wed	Thu	Fri
4	5	6	7	Platform Closure 8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

* Modules will be released every Monday. Recommended pace is one module per week.

Simulation Period 14 June 9am BST - 24 June 5pm BST