

# BRAND MANAGERS COURSE



## A SCHOOL FOR REAL LIFE.

Exciting, absorbing and fascinating – that's the world of strategy and innovations. So is **The Atomic Garden Vilnius**, a different concept of school. A place for students to learn by working, **just like we did**. The desire, effort, and work are the basis of our method.

For us, the **Brand Manager** is one of the fundamental figures of this profession. And you can learn that here.

## THE SCHOOL:

The Atomic Garden Vilnius is a **multidisciplinary space**, with over 300 m<sup>2</sup> of facilities available for students and guests. We have **3 fully equipped classrooms**, a kitchen (because students must also eat), and a common area in the heart of a city center. Take that!

## OUR PHILOSOPHY:

### 1. The Atomic Manager.

In order to work for the best ones in the market, you need to be prepared for the strategic and creative management of the brands, to bring them market value, communicate well with the account executives, with the media center... In short, you must be prepared for everything.

### 2. Programme.

At The Atomic Garden Vilnius, we have the collaboration of some of the best Brand Managers and Dir. Of Customer Services in this country, which help us develop and evolve our program to be adapted to the demands of brands and the market.

### 3. More Than Teachers.

The role of our teachers is different from what you are used to. They are bosses, they are "the client", they are tutors, they are parents (metaphorically speaking, of course), they are inspiring and, above all, they are exceptional professionals. In short, they are much more than teachers. You will see.

### 4. The One Big Atomic Family.

When you sign up for one of our courses, you are part of our family. And the family is never abandoned. You can count on us during the course, during your practices and during the next decade if you need it. We are a family, get up everybody and sing.

## **PROGRAMME:**

### **MODULE 1: THE BRAND**

- What is a brand?
- Brand communication: different perspectives
- Brand positioning
- Product differentiation within one brand
- Private labels
- Brand personality

### **MODULE 2: MARKETING**

- Everything you ever wanted to know about marketing
- Strategy
- From strategy & KPI's to idea

### **MODULE 3: COMMUNICATION ACTIONS**

- Influencing
- BTL communication
- When the product is marketing itself
- Newsletters

### **MODULE 4: RETAIL**

- Distribution: Is there a role of the brand in retail?
- Retail: Transforming brand power into shopper's experience

### **MODULE 5: PLANNING & PURCHASING MEDIA**

- Orientation in the jungle of media
- On the air: How to understand if it is working?

### **MODULE 6: SOCIAL**

- Social networks: it's all about the topic
- All the boring yet important stuff of social media
- Copy with pride: Best cases in social media

### **MODULE 7: DATA**

- Data DIY
- Neuromarketing

### **MODULE 8: CREATIVITY**

- How to write a brief
- Post-campaign evaluation

# TEACHERS

## **DOMINYKA JONUŠIENĖ**

PILDYK brand manager  
*TELE2*

## **DAIVA TONKŪNIENĖ**

Managing director  
*DDB Vilnius*

## **ROMUALDA STRAGIENĖ**

CEO  
*BLOK LABORATORIJA*

## **ANDRIUS BAGDZEVIČIUS**

Marketing Manager  
*Švyturys - Utenos alus*

## **TOMAS BUROVAS**

CEO  
*CGATES*

## **ANTONIO BECHTLE**

Partner / Creative director  
*BECHTLE & MILZARAJŠ*

## **TOMAS NEMURA**

Partner  
*CHOCO AGENCY*

## **ELEONORA ŠEIMIENĖ**

Head  
*KOG Institute*

## **JONAS BANYS**

Strategist  
*Adell Taivas Ogilvy*

## **DOMANTAS GAILIUS**

CBDO  
*INSPIRED UM*

## **AURELIJA POCIENĖ**

Marketing director  
*Melt Water*

## **MATAS POCIUS**

Head of Email marketing unit  
*NFQ*

**AND OTHERS.**

**PRICE:**

Entry fee: 200€

Tuition for the course: 1250€

**PAYMENT CONDITIONS:**

It is possible to pay in parts. If meets one of these conditions, student can apply for governmental financial aid:

- is unqualified (without higher education diploma);
- has been unemployed for more than three months.

**DURATION:**

The duration of the course is 13 weeks. 180 academic hours + individual work.

**SCHEDULE:**

Three times a week from Monday to Thursday at 18:00 - 21:00.\*

\*Schedule of classes is the subject of change as teachers are active professionals.

**REGISTRATION PROCESS:**

- fill registration form at our website;
- sign the agreement;
- pay entrance fee.

Once the enrollment has taken place, the student commits himself/herself to the total payment of the course on the scheduled dates, regardless of his/her attendance. Participation in our courses will be possible once the tuition has been formalized and after having paid the course fees. The rules of the school preclude attending courses before enrollment. In addition, reservations of place are only possible when the registration and payment of the corresponding course are formalized.

## Having doubts?

Call us, write to us, come and see us.



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