

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 m² 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

- Intro to the course
- What is a brand and how to build one
- Brand personality
- Strategic brand management: brand portfolio and architecture
- The value of the brand: building, maintaining and measuring
- Brand segmentation and positioning

MODULE 2: MARKETING

- Everything you ever wanted to know about marketing
- Neuromarketing

MODULE 3: PLANNING AND PURCHASING MEDIA

MODULE 4: ADVERTISING

- Strategy - every creative's worst nightmare
- Painfully awesome process of an advertising campaign
- How to write a brief

MODULE 5: CREATIVITY

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

MODULE 6: PRODUCT

- Product differentiation within one brand
- Privilege and burden of a Private label
- Product development: from zero to hero
- Product distribution: how, who, how much
- New look to retail: POS, sampling, corss-promo and pricing wars
- The magic of product experience

MODULE 7: DATA

- Hit your customer bullseye
- Big, powerfull and not boring? Data!

TEACHERS

DOMINYKA JONUŠIENĖ

PILDYK brand manager
TELE2

ROMUALDA STRAGIENĖ

CEO
BIOK LABORATORIJA

DAIVA TONKŪNIENĖ

Managing director
DDB Vilnius

TOMAS BUROVAS

CEO
CGATES

ANTONIO BECHTLE

Partner / Creative director
BECHTLE & MILZARAJŠ

TOMAS NEMURA

Partner
CHOCO AGENCY

DOMANTAS GAILIUS

CBDO
INSPIRED UM

ELEONORA ŠEIMIENĖ

Head
KOG Institute

AURELIJA POCIENĖ

Marketing director
Melt Water

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 to four 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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