



Course Title: Food Business Branding and Marketing

Course Description: This course explores the fundamentals of branding and marketing for food businesses, equipping students with the knowledge and skills necessary to create, promote, and grow a successful food brand in a competitive market.

The classes will be held on Wednesdays and Thursdays

Duration: 4 weeks

Module 1: Introduction to Food Business Branding and Marketing Topics:

- Introduction to Food Business Branding and Marketing
- Understanding the Food Industry Landscape
- Market Research and Consumer Trends

Module 2: Brand Development Topics:

- Brand Identity: Logo, Name, and Visual Elements
- Defining Your Brand's Unique Selling Proposition (USP)
- Brand Strategy and Positioning
- Brand Guidelines and Values

Module 3: Product Development and Packaging Topics:

- Developing Food Products that Reflect Your Brand
- Packaging Design and Labeling
Regulatory Compliance in Packaging

Module 4: Online and Offline Marketing Strategies Topics:

- Marketing Plan Development
- Digital Marketing for Food Businesses (Social Media, SEO, Email Marketing)
- Content Marketing and Storytelling
- Traditional Marketing (Print, Events, Partnerships)

Module 5: Sales and Distribution Topics:

- Sales Channels (Retail, Wholesale, Direct-to-Consumer)
- Distribution and Supply Chain Management
- Sales Strategies and Pricing

Module 6: Brand Building and Growth Topics:

- Measuring Brand Success and KPIs
- Brand Adaptation and Growth Strategies
- Sustainability and Corporate Responsibility

Assessment Methods:

- Quizzes and assignments on each module's content.
- Case studies and group projects.
- Final brand development and marketing plan presentation.

Resources:

- Textbooks and articles on branding and marketing.
- Industry reports and case studies.
- Guest speakers from successful food businesses
- Certificate in Food Business Marketing and Branding