

# Product and Area branding strategies for local industry promoters

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## SYLLABUS SAMPLE

**DELIVERY TIME (SAMPLE): 3 HOURS**  
**RESOURCE PERSON: SAEKO NODA**  
**SME MANAGEMENT CONSULTANT**

# Purposes of this session

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- 1. To acquire basic knowledge on product branding strategies
- 2. To understand area branding strategies for the promotion of local industry and regional economy

# Product and Area Branding strategies

## Course Outline (A half day version)

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Time outline (sample)	Contents	Method
9:30-	<b>Product Branding strategy basics</b> (1) What is “Brand”? (2) Where is “Brand” created? (3) How do you create product brand?	Plenary discussion  Lecture  Illustration of branding examples of local products
	Product branding exercises	Simulation Branding of your local product
-12:30	<b>Area branding strategies for local industry promotion</b>  -through Japanese experiences	Lecture (i.e.Salt roads, Strategies of Sakai-Minato-city)  Discussions