Picasso Institute
Nothing Can Stop You

BRANDING AND MARKETING

Course Outline

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Picasso Institute

We are a family that is passionate about art, publishing it and transferring it from being a luxury, to works of art that are at the core of life and form its patterns and are inseparable from it.Picasso institute, has a new creative vision to reformulate the social beliefs about learning and creativity. We are keen on providing high quality vocational training and determined to boost the Jordanian and the Arab Market with the best graduates who will change the world colors. . Our specializations, training diplomas, are unique, elite and help visualize and create your own future. At Picasso institute, you have to start off with your imagination, we provide you with the means that make this imagination a reality. The tools and the information provided by Picasso professionals emboss an inscription on your hands. As the great artist Pablo Picasso said '' Everyone is born an artist'', we have to protect the artist that lies in you and create tangible art.

Founded in 2014 in Jordan

Branches

- Jordan-Amman
- UAE-Dubai
- UAE-Abu Dhabi
- KSA-Riyadh
- Qatar-Lusail

Course Overview

The branding and marketing course is divided into two parts. In the first part of the course we go through the strategic steps of building a brand successfully, from the foundation of the brand core to positioning the brand in the market to determining all the brand requirements that we then use to build the visual identity of the brand, from the logo to the fonts, Colors, and visual communication elements to use in all brand applications, including advertising and campaigns. The combined efforts can by summarized into a brands guideline booklet. In the marketing segment of the course we use the brand we built as an example to apply digital marketing basics through building social media pages, learning content strategies, content plan, content marketing, and building paid ad campaigns professionally. By the end of the course the student will be familiar with the workflow of strategic brand building, from planning to visuals to applying digital marketing techniques that are the best fit for their type and stage of business.

Course Content

- Branding vs. Marketing.
- Terminology and Business Requirements.
- Brand Positioning.
- Brand Personality.
- Brand Voice and Tone.
- Brand guidelines.
- Fonts and Patterns.
- Brand Strategy.
- Printing & Packaging for Products.
- Offline and Online Marketing.
- Social Media Marketing.
- Influencer Marketing in Fashion & Jewelry.
- AI Marketing tools.
- Data Analytics and Reporting for fashion and Jewelry Marketing.

Course Delivery Method

Virtual Online

Learning Outcomes

By the end of this course, students will be able to:
- Understand the difference between branding and marketing, and how they complement each other.
- Learn key terminology, business requirements, and tools essential for effective branding and marketing in fashion and jewelry.
- Develop skills to position a brand, define its personality, voice, tone, and create comprehensive brand guidelines.
- Gain expertise in offline/online marketing, social media, influencer collaborations, AI tools, and data analytics tailored for the fashion and jewelry industry.
- Discover Tips and tricks related to marketing and branding, including real examples from local and international jewelry and fashion brands.
- Learn how to create a business profile for the brand that effectively represents its values, mission, and unique selling points

Final Project

For the final project, filling the brand core document is required from everyone. Then you can choose one of the projects and apply them based on the brand you've been working on during class.
You will be provided with a template for each on Google Classroom.
The templates will include explanation to help you get the tasks done.
The final submission for the project is in PDF format.
- Brand Guidelines.
- Business Profile.
- Marketing Plan.

Requirements for Successfully Passing the Course

- Commitment to attend the training course and not to exceed the permitted absence rate, which is 15% of the number of hours for the training course.
- Submission of the course project.

Who Can Join

At Picasso institute, anyone can join, regardless of their background or experience. Whether you're a beginner or have some prior knowledge, you are welcome to explore and develop your creativity with us. No previous experience is required.

Minimum Age to Join

At Picasso institute, anyone 16 and older can join.

Course Language

At Picasso Institute, the course is structured as follows

- Presentations and course materials are provided in English.
- The explanation and instruction are delivered in Arabic.

Privileges for Students at Picasso Institute

- Visits from the institute to enhance their experience.
- Full access to all institute facilities.
- Opportunities for one-on-one consultations with experts in various fields.
- Participation in many hands-on workshops.
- Exclusive networking events with industry professionals.
- Access to special exhibitions and guest lectures.
- Personalized mentorship to help guide creative projects.
- Opportunities to showcase student work in school-organized exhibitions.

At Picasso Institute, we believe that every artist has a unique story to tell and limitless potential to unlock. As you begin this creative journey with us, know that you are not just a student but an integral part of a community that celebrates imagination, passion, and innovation. We are here to support and guide you every step of the way. Stay curious, embrace challenges, and let your creativity shine. We can't wait to see the extraordinary work you will create!

Welcome to the Picasso Institute family!