



COURSE INFORMATION

- **COURSE TITLE:** The Power of Branding
- **INSTRUCTOR:** M. Kendall Ludwig
- **COURSE DATES:** Tuesdays from July 6th – July 27th
- **COURSE TIME:** 9:00 – 10:00 A.M.

INSTRUCTOR CONTACT:

Email: kendall@curlyred.com

Office Phone: 410-878-2068

COURSE DESCRIPTION:

What is branding, and why does it matter? In this 4-week course geared towards small business owners in downtown Cumberland, Ms. Ludwig will explain the power of strong branding. Once that brand is established, Ms. Ludwig will show participants how to use that branding to reach one's target audience, form a marketing strategy for both digital and print, create "brand ambassadors," and more.

LEARNING OUTCOMES:

After successfully completing this course you will be able to:

- Evaluate your current branding to see if/how it's serving you
- Create a plan to improve your branding (if needed)
- Determine your target audience
- Form a marketing strategy, incorporating your branding
- Create "brand ambassadors" : customers who will help further establish your brand• Use all of the above to grow your brand and your business

COURSE FORMAT:

This course has 4 live-sessions via Zoom. The flexible framework does not require you to be in a specific location to participate; however, you must have access to a full-screen computer or tablet for each live session. (If you use a tablet for the live session, you must be comfortable typing responses on it.) The online nature of this class will push you to take an active role in the learning process. Ms. Ludwig will encourage group conversations during class, as well as taking questions via the chat box as they come up.

COMMUNICATION WITH INSTRUCTOR:

Email: If you need to reach out and communicate with me, please email me at kendall@curlyred.com. While I will do my best to respond to emails within 24 hours, you will more likely receive email responses from me on Monday-Friday from 9:00am-3:00pm EST.

COURSE OUTLINE:

Week #	Topic	Deliverable
1	What is branding and how is yours working?	Evaluation of existing brand
2	What's your target audience?	A target demographic for your business
3	How will you reach your target audience?	A marketing strategy, incorporating your branding
4	What's a brand ambassador and how can I use one to increase my business?	A brand ambassador kit and game plan for moving forward to grow your business