

Strategy Toolkit learning path (10 week course)

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
How marketing works	The role of the strategist	Analysing the brand	Dummy brief: Kiehl's	Theories of consumer insight	Generating insight	Dummy brief: H&M	Building a campaign	Evaluating success	Dummy brief: SoBe
			Strategy quiz: Part 1			Strategy quiz: Part 2			Strategy quiz: Part 3

Marketing and brand strategy

Consumer insight

Campaigns