

# APPLIED BRAND PROTECTION TRAINING PROGRAM

## **AVAILABLE COURSES**

#### -BUILDING AND SUSTAINING EFFECTIVE BRAND PROTECTION TEAMS 1 (BP Teams 1)

Team Composition, Organization, Leadership, Success and Failure

Develop a greater depth of understanding of how to build and sustain a productive brand protection team. Participants will learn to identify and describe key elements of successful brand protection teams, describe how research on team and work groups relates to development, growth, and sustainability of brand protection teams and apply research in this area to important brand protection issues.

Self-guided course: \$350. Instructor-led course (January 20 - February 2, 2019): \$750

## -BUILDING AND SUSTAINING EFFECTIVE BRAND PROTECTION TEAMS 2 (BP Teams 2)

Service-Based Teams, Barriers, and Success

Understand the role of service-based teams in brand protection and address how to overcome barriers that arise for brand protection teams, and how to deal with successes.

Self-guided course: \$350. Instructor-led course (February 17-March 2, 2019): \$750

## -SUPPLY CHAIN AND COUNTERFEITS 1 (SC1)

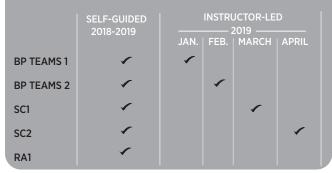
#### **Proactive Measures**

Understand what it means to be a guardian of your supply chain to protect against counterfeit products, including identifying and engaging strategic partners.

Self-guided course: \$350. Instructor-led course (March 17–March 30, 2019): \$750

### -SUPPLY CHAIN AND COUNTERFEITS 2 (SC2) Situationally Relevant Responses

Learn about a contract of expectations for supply chain relations and how to develop situationally relevant responses to supply chain concerns about counterfeit products. Self-guided course: \$350. Instructor-led course (April 24-April 27, 2019): \$750 2018-2019 SCHEDULE



#### -RISK ASSESSMENT STRATEGY FOR COUNTERFEIT PRODUCTS (RA1)

Effective Risk Assessment Processes

This training will cover how to build an effective risk assessment process that identifies routine business decisions that make a brand vulnerable to product counterfeiting. Self-guided course: \$350

## **TRAINING DELIVERY**

All training content and assignments are delivered online and are available as self-guided or instructor-led.

## LEARN MORE

Learn more and register at: http://a-capp.msu.edu/education/applied-brand-protection-courses/

ADVANCED LEVEL COURSES -Custom Brand Protection Training

> INTERMEDIATE LEVEL COURSES –Applied Brand Protection Training –Academic Courses and Certificate –Custom Brand Protection Training

### ENTRY LEVEL COURSES

Professional Brand Protection Certificate
Academic Courses and Certificate
Custom Brand Protection Training

## A-CAPP CENTER EDUCATION PROGRAM

#### WHAT PROGRAM IS RIGHT FOR YOU?

At the forefront of problem-and competency-based education, are offered a suite of educational programs for the brand protection professional. Courses are in formats that are easily accessible to working professionals across the globe that will provide the necessary tools to be more proactive in preparing for, combating, and responding to brand protection incidents from beginning brand protection professionals to those who are well-established in the field.

To learn more about our education programs, visit us at: http://a-capp.msu.edu/education/