



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 14–April 27, 2019): \$750

—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/>

	2018-2019 SCHEDULE				
	SELF-GUIDED 2018-2019	INSTRUCTOR-LED 2019			
		JAN.	FEB.	MARCH	APRIL
BP TEAMS 1	✓	✓			
BP TEAMS 2	✓		✓		
SC1	✓		✓		
SC2	✓			✓	
RA1	✓				



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/>