

OUR PROGRAMS

1 PROFESSIONAL BRAND PROTECTION CERTIFICATE

The Center's Professional Brand Protection Certificate is comprised of 17 courses that can be taken individually anytime throughout the year and are 100% online to best fit your schedule. The courses relate to one of the following topics:

Product Counterfeiting
Enforcement Activities
Secure Supply Chain Management

Risk Management
Anti-Counterfeiting Strategies
Communication and Education

2 CUSTOM BRAND PROTECTION TRAINING

The A-CAPP Center provides executive education training for a variety of companies in brand protection. We offer *customized* training on:

Overview of Product Counterfeiting and Brand Protection
Risk Assessment for Counterfeit Products
Investigating for Product Counterfeiting
Culture of Product Counterfeiting
Brand Protection in China
Other topics on request

The custom training process:
what to expect.



3 APPLIED BRAND PROTECTION TRAINING

The Center offers online self-guided or instructor-led applied training where participants will develop an advanced level of knowledge of several product counterfeiting and brand protection topics. Each of the trainings will present information in a way that assumes participants have already developed a basic foundation in the topical area, which will allow for in-depth coverage of each of the topics. Utilizing a case study format, participants can readily apply lessons to real world counterfeiting/brand protection issues such as:

Building and Sustaining Effective Brand Protection Teams I
Building and Sustaining Effective Brand Protection Teams II
Supply Chain Management and Counterfeiting I
Supply Chain Management and Counterfeiting II
Risk Assessment for Counterfeit Products
Investigating Product Counterfeiting

4 ACADEMIC COURSES AND CERTIFICATE

The Center offers academic for-credit online courses jointly with the School of Criminal Justice to assist early career professionals in obtaining a basic understanding of counterfeiting and brand protection. Courses can also be taken as non-credit for professional development, or applied to graduate certificates or degree programs at MSU.

Introduction to Product Counterfeiting Course

An undergraduate course that provides learners with a global understanding of product counterfeiting including the role of brand owners, law enforcement, governments, legitimate businesses, criminal enterprises, and individual consumers.

Understanding Product Counterfeiting Course

A graduate course where learners explore the crime of product counterfeiting through a mix of theoretical perspectives from criminology, victimology, and organizational behavior.

Anti-Counterfeit and Product Protection Criminology Certificate

A graduate certificate that provides a holistic overview of the product counterfeit risk and includes content that is pragmatic and applicable to brand protection managers making day-to-day decisions.

Sample certificate courses include: Understanding Product Counterfeiting, Introduction to Product Counterfeiting, Crime Causation, Prevention and Control, Globalization of Crime, Food Protection and Defense, Introduction to Pharmaceutical Counterfeiting and Public Health, Corporate Environmental Crime and Risk and others.

What training is right for you ?

	Professional Brand Protection Certificate	Custom Brand Protection Training	Applied Brand Protection Training		Academic Courses and Certificate
			Self-guided	Instructor-led	
What professional level in brand protection should the attendee be?	Entry	Entry, intermediate, or advanced	Intermediate	Intermediate	Entry or intermediate
How is the training delivered?	Online/ self-guided	In-person or online -client determines	Online/ self-guided	Online/ instructor-led	Online
When is this offered?	Anytime. Attendee completes according to own schedule	Anytime -client determines	Anytime. Attendee completes according to own schedule	Offered each spring	Offered during specific time in academic year
How much time will this take?	3-4 hours per course. Certificate is 17 courses	Varies -client determines	8-12 hours per course	2 weeks	16 weeks
Is this group or individual training?	Individual*	Group	Individual	Individual	Individual
What will attendee earn?	Professional certificate	Certificate of completion	Certificate of completion	Certificate of completion	College credits/ certificate (non-transcribable)

*Discounts available for group purchases, but training remains individual.