

Feature	Brand Master	Grade	The Staples of Branding: From Purpose to Product	Grade	Branding: The Creative Journey (Coursera)	Grade	Brand Management: Aligning Business, Brand and Behavior	Grade	Branding Foundations	Grade	Branding 101: The Complete Toolkit	Grade
Depth of Knowledge Shared	Very comprehensive	5	Moderate	3	Moderate	3	Moderate to comprehensive	4	Basic	2	Basic	2
Strategic Branding & Brand Architecture	Yes	5	No	1	No	1	No	1	No	1	No	1
Proprietary Methodology	Yes, includes proprietary open positioning method	5	No	1	No	1	No	3	No	1	No	1
Interactive & Action-Oriented	Yes, one exercise per lesson	4	Yes, project-based	4	Yes, real-world projects	4	Yes, strategic focus	4	Yes, task-based	4	Yes, toolkit-based	3
Focus on Business Transformation	Yes	5	No	3	No	1	No	3	No	1	No	1
Focus on Business Alignment	Yes	5	No	3	No	1	Yes	4	No	1	No	1
Real-world Case Studies	Yes	5	Yes	4	Yes	4	Yes	4	No	1	No	1
AI Prompts for Strategy	Yes	5	No	1	No	1	No	1	No	1	No	1
AI Prompts for Copywriting	Yes	5	No	1	No	1	No	1	No	1	No	1
Subscription Model	No, one-time fee	4	Yes, monthly fee	3	Yes, monthly fee	3	Yes, monthly fee	3	Yes, monthly fee	3	Yes, monthly fee	3
Course Price	\$97	4	\$15/month	4	\$49/month	3	\$49/month	3	\$29.99/month	5	\$13/month	4
Estimated Cost After 3 Months	\$97	5	\$45	5	\$147	2	\$147	2	\$89.97	3	\$39	5
Includes Students Community (Alumni)	Yes	5	No	1	No	1	No	1	No	1	No	1
Certificate of Completion	Yes	5	Yes	5	Yes	5	Yes	5	Yes	5	Yes	5
Student Level After Completion	Expert	5	Basic	2	Average	3	Average	3	Basic	2	Basic	2
Target Audience	Entrepreneurs, executives, business owners, marketing executives		Designers, entrepreneurs, small business owners		Business professionals, designers, marketers		Business executives, corporate brand managers		Beginner marketers, business owners, freelancers		Designers, marketers, creatives	
Average Notation		4.8		2.7		2.3		2.8		2.1		2.1