

## **MODULE 1**

GATHERING CONSUMER ON  
16 MARCH 2021

## **MODULE 2**

USING MARKET INSIGHT AND CONSUMER FEEDBACK ON  
01 JUNE 2021

## **MODULE 3**

BENCHMARKING FOR PRODUCT DEVELOPMENT ON  
01 SEPTEMBER 2021

## **MODULE 4**

CREATIVE IDEATION  
01 OCTOBER 2021

## **MODULE 5**

SPARKLE IDEAS ON  
01 NOVEMBER 2021

## **MODULE 6**

DEFINING YOUR BRAND VALUE ON  
01 FEBRUARY 2022

## **MODULE 7**

LEGAL ASPECTS OF PRODUCT DEVELOPMENT ON  
01 MARCH 2022

## **MODULE 8**

TAILORING PRODUCTS TO SUIT SPECIFIC MARKETS ON  
01 APRIL 2022