



## Brand Images and Communication Strategies for Architects

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Module Description
This distance education module is intended to assist you in understanding of the components and process involved in the development of a Strategic Marketing Practice. You will learn how to position your Architectural practice for success with Brand, Marketing and Communication Strategies that consistently, efficiently and effectively communicate the unique value your firm offers to prospective clients. After completing this module you will understand how to apply Marketing Tools and develop their business.

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