

A blueprint for disruptive thinking and shaping what brands do next: **The Mini MBA in Strategy & Pop Culture.**



Book next session

October 2025

N500,000 + VAT/user



www.pokv.africa

BROUGHT TO YOU BY
Franklin Ozekhome

Frankline



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What is the Mini MBA in Strategy & Pop Culture?

A blueprint for disruptive thinking and shaping what's next.

Accelerate your career as a rockstar strategist by learning and applying these advanced modules in cultural strategy, behavioural insights, story systems, and our hottest new module - **Pop Culture as Brand Engine**.

The Mini MBA is the flagship program at POKV® — The Pop Culture Varsity. Grounded in real-world thinking, the program challenges outdated playbooks and equips you with modern frameworks to navigate culture, business, and creativity with fluency.

POKV® offers nine distinct tracks covering:

- Cultural Intelligence & Human Behaviour
- Foresight, Story & Systems Thinking
- Applied Strategy & Real-World Execution

The program benefits include:



8 Intensive Weeks of Live Deep-Dive Training



N7,000,000 worth of strategy assets (templates, workbooks, case studies)



Live Q&A sessions, workshops and simulations



Access to our alumni community



Certificate of completion from POKV®



Opportunities to contribute to reports, intensives, and real-world projects



Who is it for?

Successful delegates are readily **transformed into rockstar brand managers**, strategy consultants and innovation maven.

The core of this program is to fully immerse students in the heart of understanding, developing, presenting, and implementing strategic frameworks and blueprints for brands across multi-segments and industries.

95% of our alumni endorse our course modules, and 73% feel comfortable with the frameworks and templates shared, and have applied them.

Marketing Managers
& Brand Custodians



Understand the dynamics of upstream and downstream marketing.

Strategists, Analysts,
& Account Leads



Bring discipline to the business of strategy and account planning.

Startups Founders
& Business Owners



Decode the basics of marketing planning and communications.

Insights, Digital &
Creative Consultants



Deepen knowledge of trends, cultural strategy and connections planning.



Formerly known as *Bschool*, **POKV®** began as a learning platform helping startups design products, services, and experiences that connect more meaningfully and rapidly with culture and consumers.

Our vision is train, inspire and mentor one billion creative minds, and we have already set out on that journey, supported by our alumni and advocates for change in business, marketing and advertising. We are not only building a formidable and influential community of strategists across Africa, but we are also deliberate in creating a collaborative sphere of influence in the business world.



Franklin Ozeckhome

As Co-founder and Chief Strategy Officer at Maskvrade®, Franklin helps brands tap into African pop culture to craft bold, culturally fluent strategies that drive relevance and growth.

Ozeckhome was formerly Group Director, Strategy & Planning at Publicis Groupe Nigeria, where he led both the strategy and digital practice. Publicis Groupe Nigeria (Insight Redefini) comprises six of the country's leading marketing communication firms — Insight Publicis, Leo Burnett, Digitas, Quadrant MSL, All Seasons Zenith, and Starcom. There, he oversaw strategy and innovation across all six brands, advising, mentoring, and managing over 30 senior planners and strategists spanning media, data, digital, creative, brand development, and experiential disciplines.

He has worked with global and regional giants including PepsiCo, MTN, Visa, Cadbury, GSK, British Airways, Nestlé, Samsung, AXA, Nigerian Breweries, Pfizer, Jaguar Land Rover, and the World Bank.

Franklin has led multidisciplinary teams to deliver award-winning campaigns, breakthrough strategies, and innovation programs—from conception to execution. His collaborative work spans connection planning, data science, brand strategy, and product innovation, helping businesses design future-facing toolkits and transformation playbooks for the Sub-Saharan Africa market.

He is the visionary behind **Maskvrade®** and **Advertising Humans®**, two platforms shaping the future of marketing. With over 5,000 marketing professionals taught across global platforms, his influence on the next generation of marketers and strategists is undeniable.



Modules

<div>Module 01</div> <div>Behavioural Insights + Human Truths</div> <div>Uncover the drivers of human behaviour to shape products, stories, and strategies that truly resonate.</div> <div>Length: 3 hrs Study Time: 3 hrs</div>	<div>Module 02</div> <div>Trendspotting + Foresight Design</div> <div>Learn to decode signals and cultural shifts to build future-facing strategies.</div> <div>Length: 4 hrs Study Time: 5 hrs</div>	<div>Module 03</div> <div>Cultural Strategy + Brand Meaning</div> <div>Craft positioning rooted in cultural relevance, emotional resonance, and long-term significance.</div> <div>Length: 3 hrs Study Time: 4 hrs</div>	<div>Module 04</div> <div>Pop Culture As Brand Meaning</div> <div>Harness music, film, memes, and movements to power growth, attention, and brand love.</div> <div>Length: 3 hrs Study Time: 3 hrs</div>
<div>Module 05</div> <div>Narrative Architecture + Storytelling Systems</div> <div>Design message models and storytelling systems that scale across platforms.</div> <div>Length: 2 hrs Study Time: 5 hrs</div>	<div>Module 06</div> <div>Cultural Mapping & Anthropology</div> <div>Go deep into local realities to create more human, contextual, and culture-literate strategy.</div> <div>Length: 3 hrs Study Time: 4 hrs</div>	<div>Module 07</div> <div>Platform Strategy: Culture x Tech</div> <div>Master how ideas move through digital, mobile, and social — and build momentum that matters.</div> <div>Length: 2 hrs Study Time: 3 hrs</div>	<div>Module 08</div> <div>The Culture Brief Challenge</div> <div>Test your strategic thinking in a real-time sprint where you respond to a high-stakes brief like a pro.</div> <div>Length: 2 hrs Study Time: 4 hrs</div>



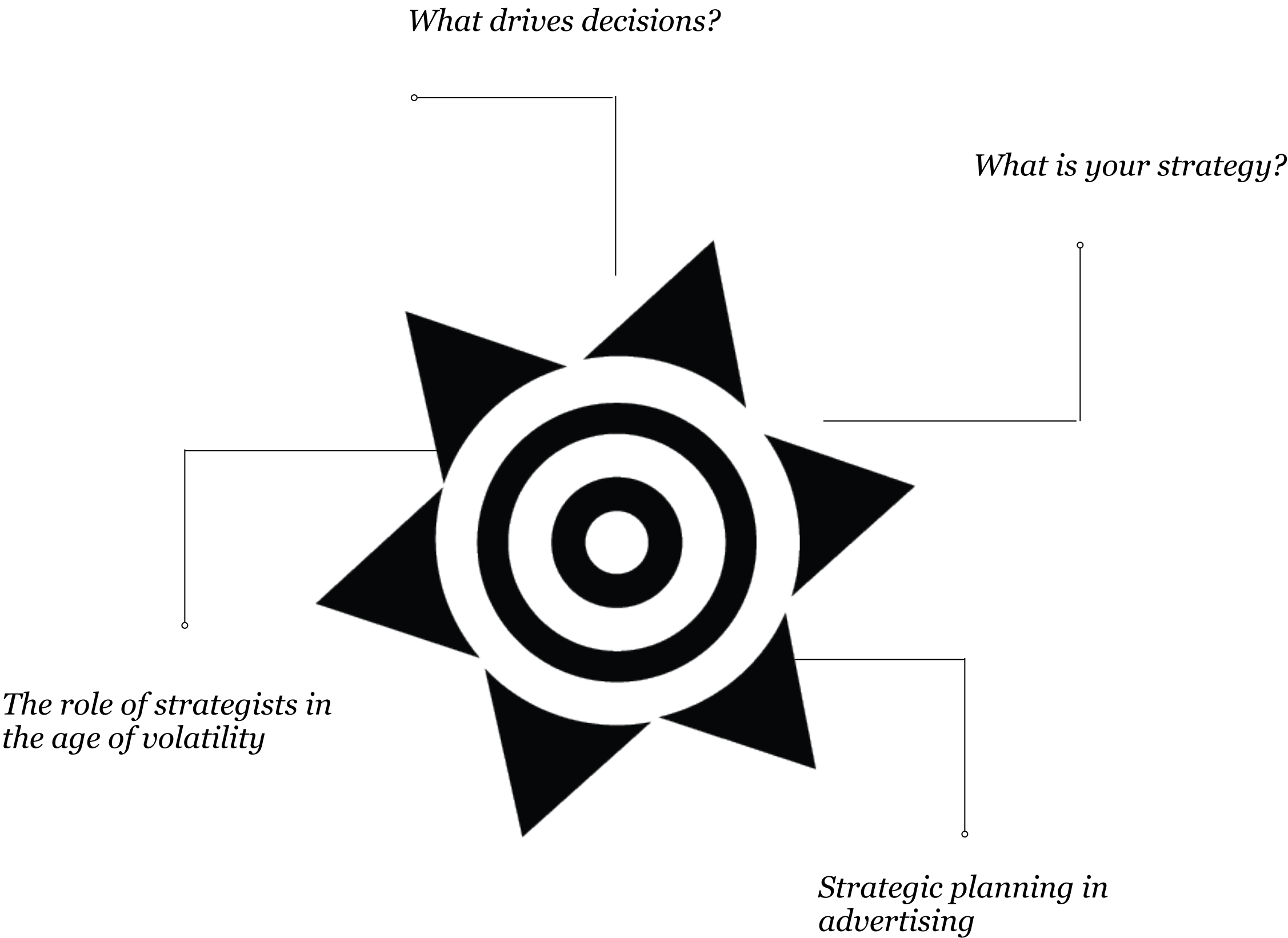
Module 1

Behavioural Insights + Human Truths

Length: 3 hrs | Study Time: 3 hrs

Strategies for uncovering deep human insights guiding how brands adopt and apply behavioural understanding to drive more resonant decisions.

Uncover the drivers of human behaviour to shape products, stories, and strategies that truly resonate.



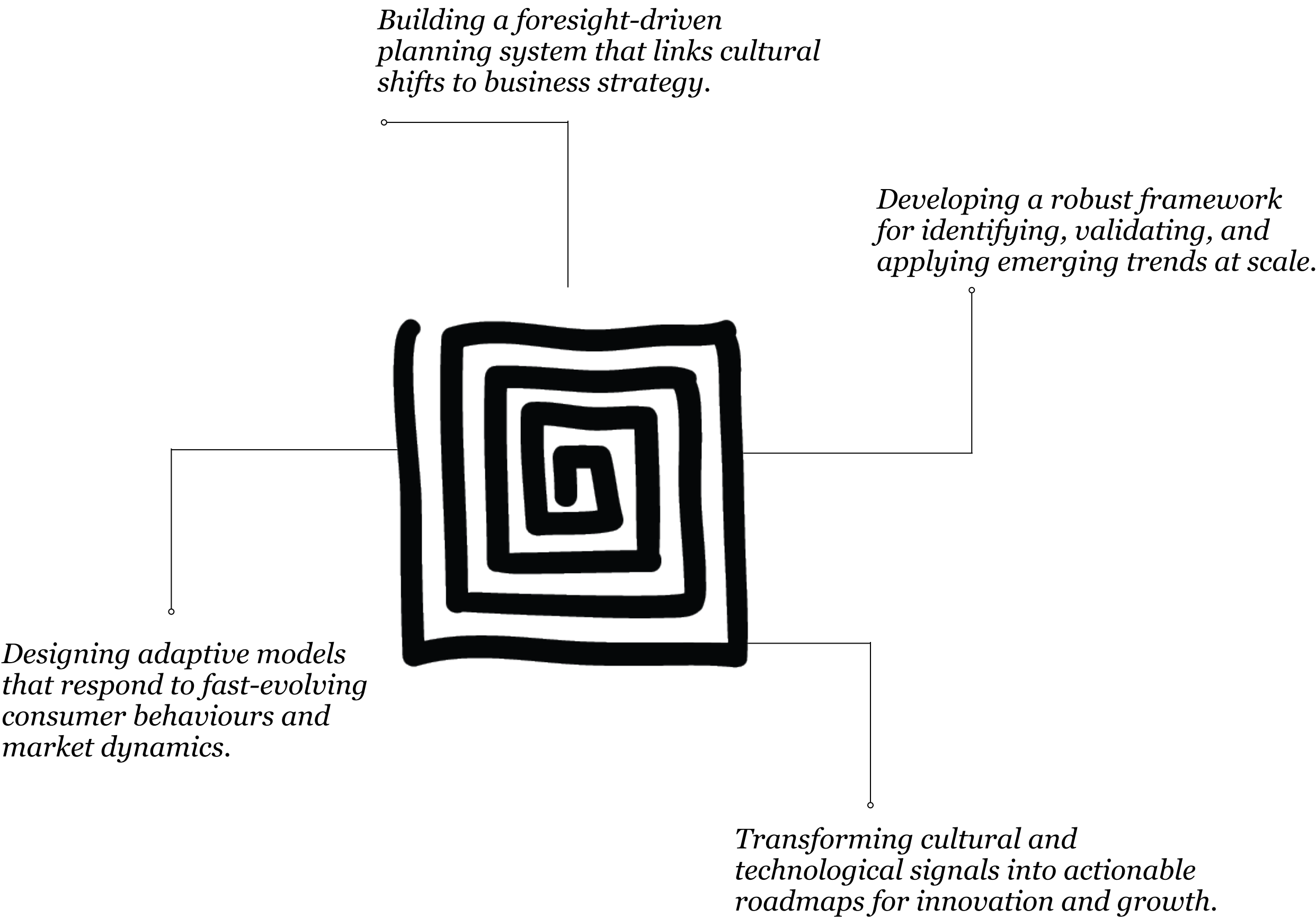
Module 2

Trendspotting + Foresight Design

Length: 4 hrs | Study Time: 5 hrs

A strategy playbook for uncovering deep human insights guiding how brands adopt and apply behavioural understanding to drive more resonant decisions.

Learn to decode signals and cultural shifts to build future-facing strategies.



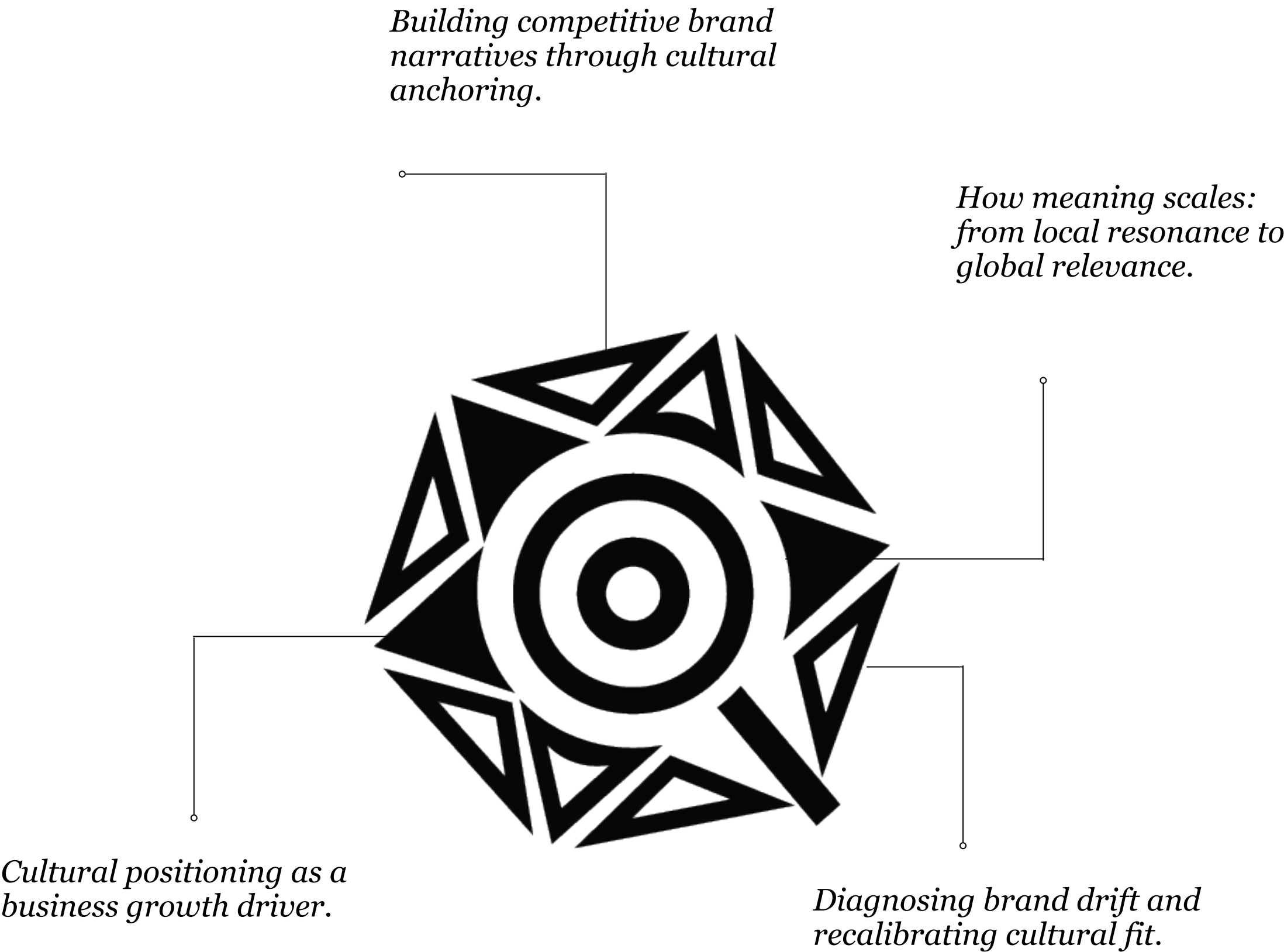
Module 3

Cultural Strategy + Brand Meaning

Length: 3 hrs | Study Time: 4 hrs

A strategy playbook for defining and shaping brand meaning using the tools of cultural analysis, positioning, and identity design in fast-changing markets.

Craft positioning rooted in cultural relevance, emotional resonance, and long-term significance.



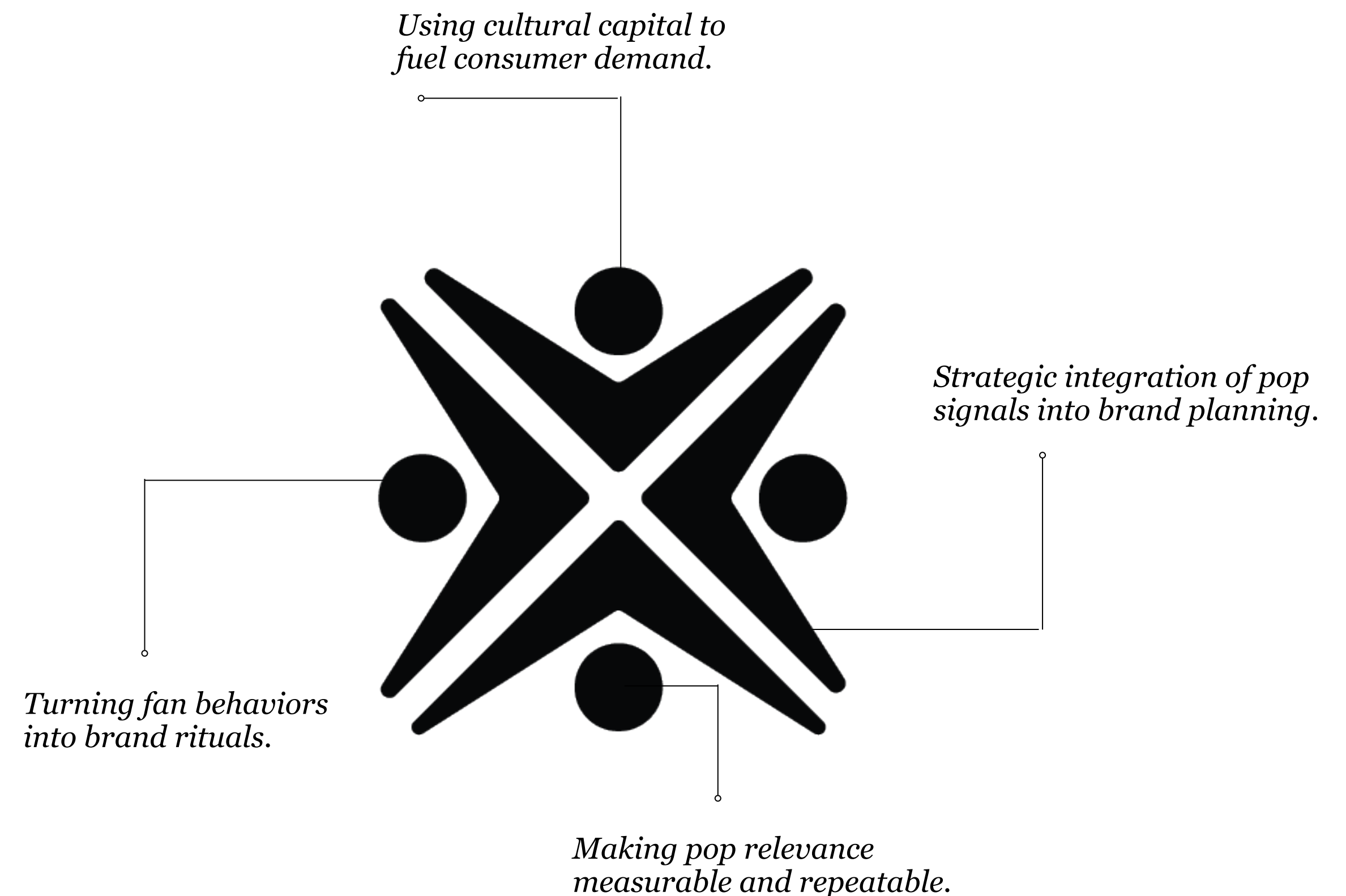
Module 4

Pop Culture as Brand Meaning

Length: 3 hrs | Study Time: 3 hrs

A framework for leveraging pop culture as a business asset to build brand salience, emotional equity, and audience momentum.

Harness music, film, memes, and movements to power growth, attention, and brand love.



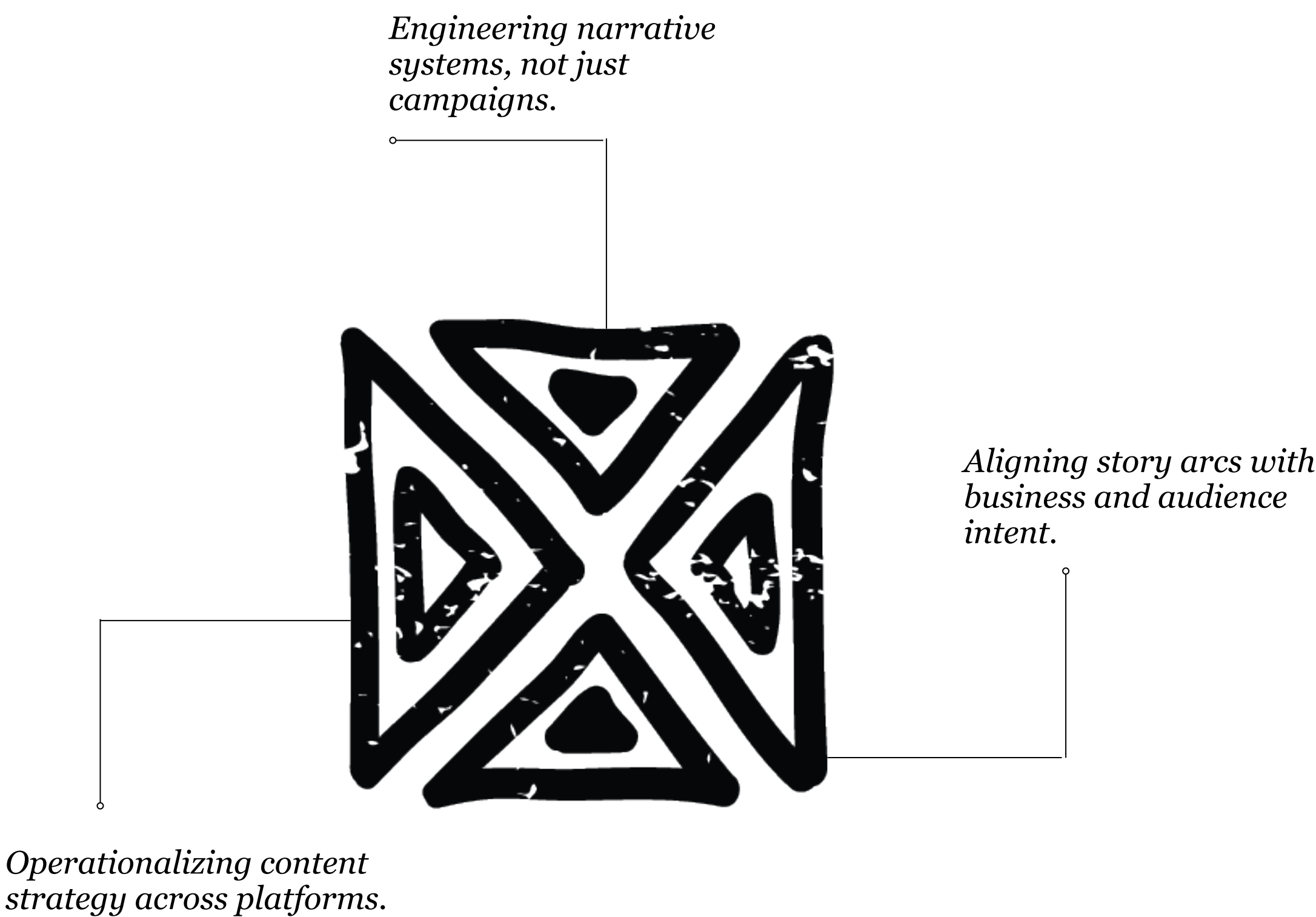
Module 5

Narrative Architecture + Story Systems

Length: 2 hrs | Study Time: 5 hrs

A communications architecture model for developing structured narratives that support long-term brand consistency, episodic storytelling, and multichannel content strategy.

Design message models and storytelling systems that scale across platforms.



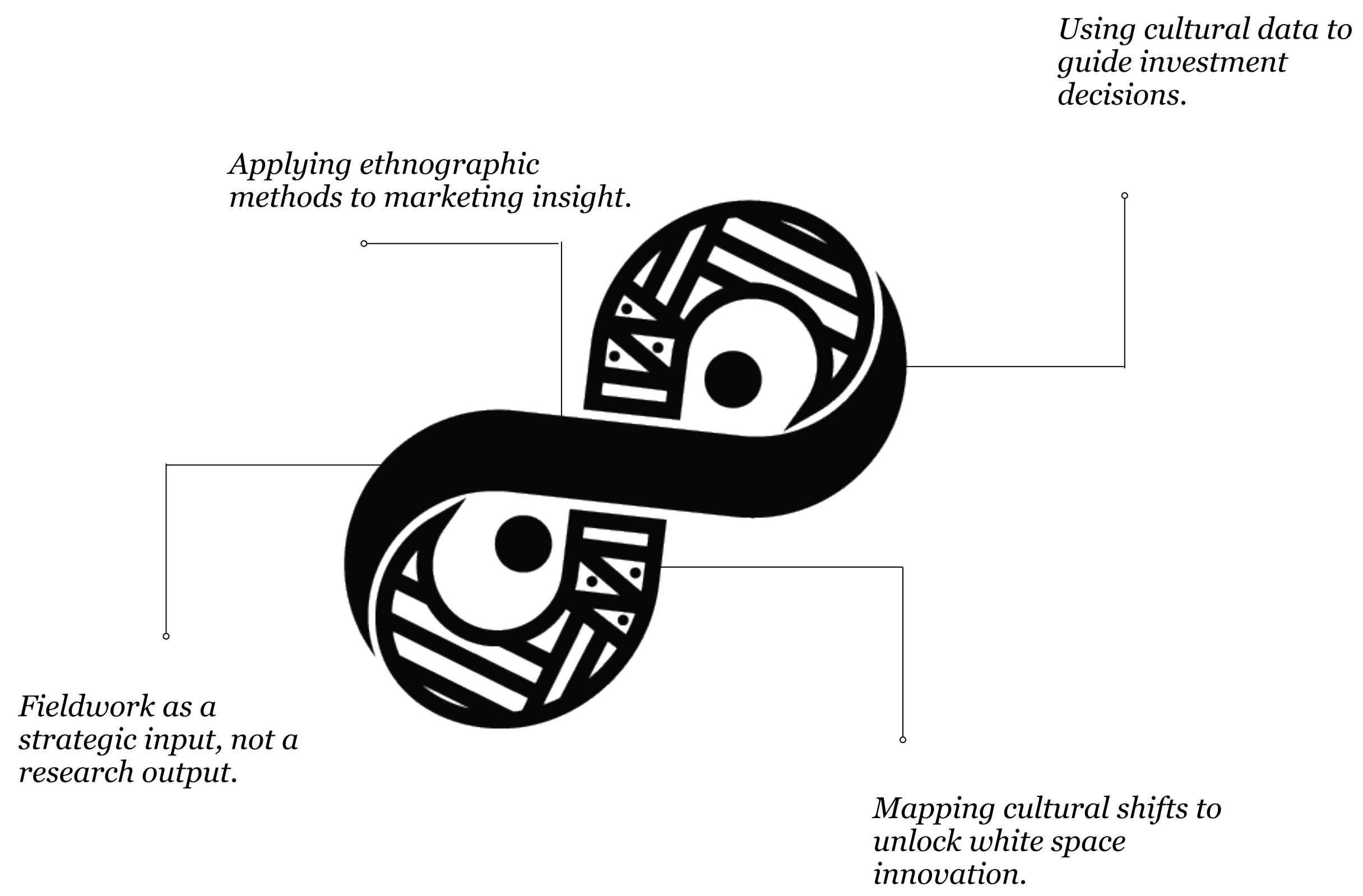
Module 6

Cultural Mapping & Anthropology

Length: 3 hrs | Study Time: 4 hrs

A decision-making framework to decode consumer behavior, socio-cultural dynamics, and community rituals for business and brand planning.

Go deep into local realities to create more human, contextual, and culture-literate strategy.



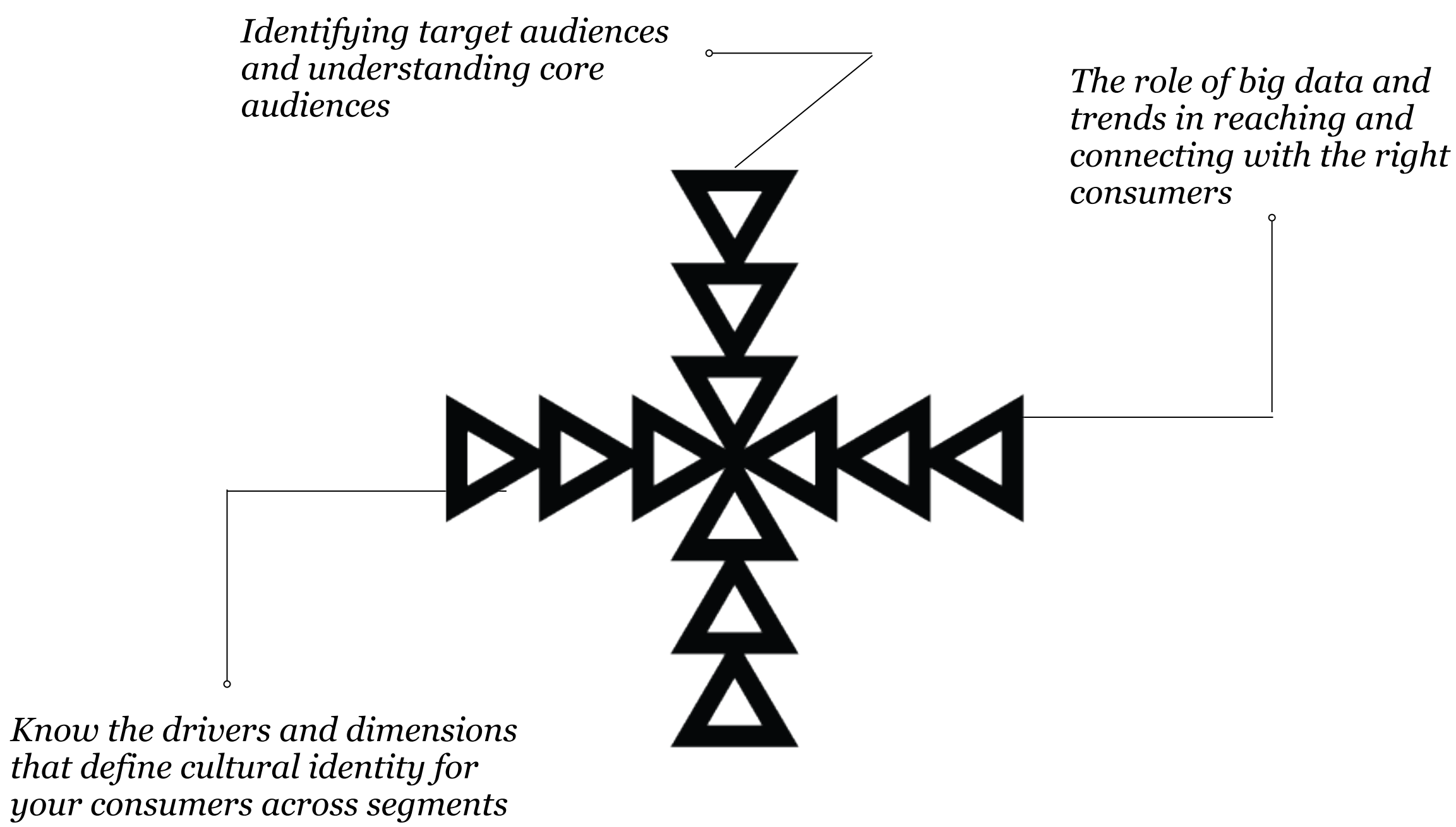
Module 7

Platform Strategy: How Culture Moves Through Tech

Length: 2 hrs | Study Time: 3 hrs

A blueprint for navigating the digital cultural interface: how ideas, behaviors, and trends propagate through mobile, social, and decentralized platforms.

Master how ideas move through digital, mobile, and social, and build momentum that matters.



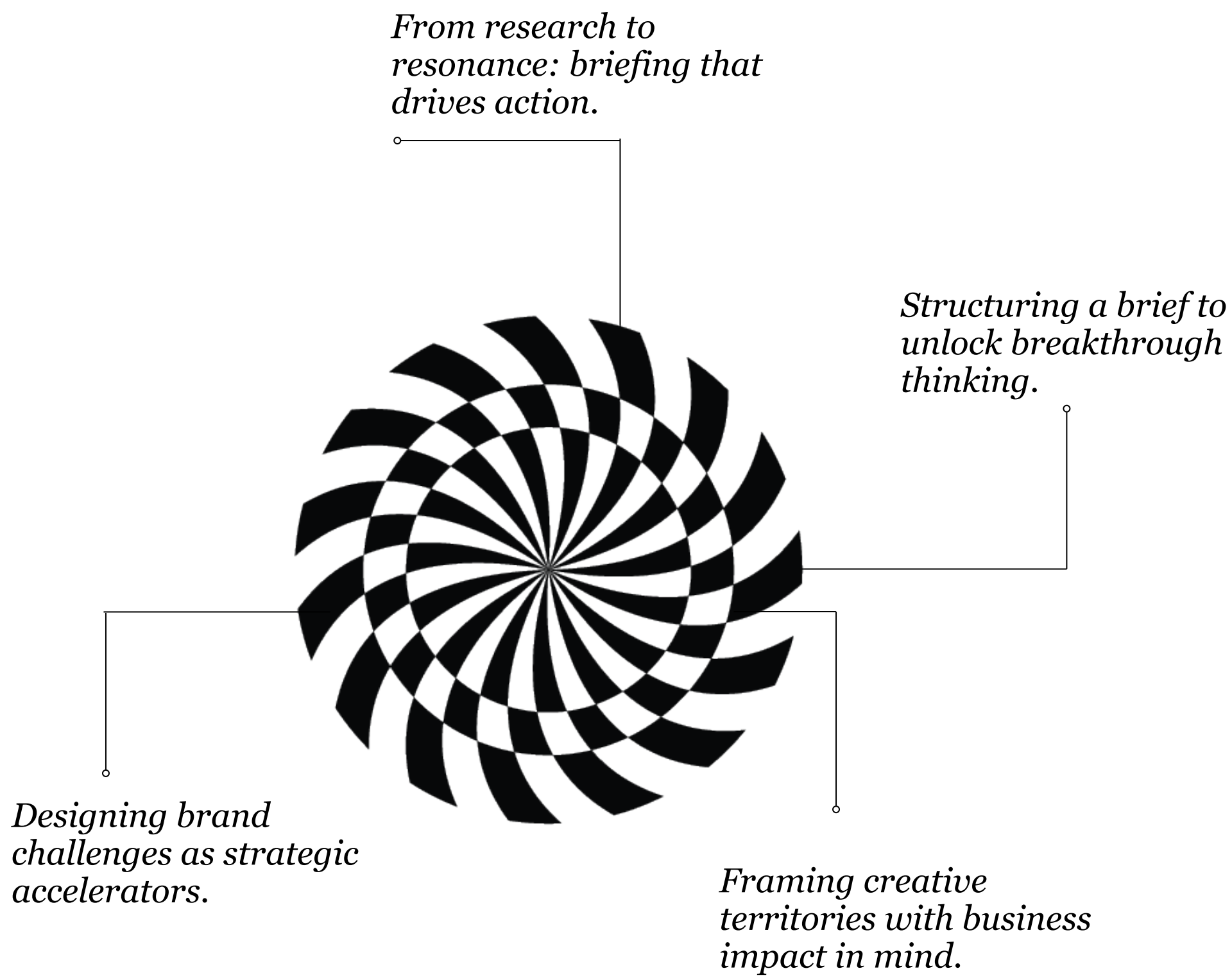
Module 8

Strategy Sprint: The Culture Brief Challenge

Length: 2 hrs | Study Time: 4 hrs

A real-world implementation blueprint for synthesizing insights, trends, and strategic frameworks into a culturally intelligent brand brief and activation plan.

Test your strategic thinking in a real-time sprint where you respond to a high-stakes brief like a pro.

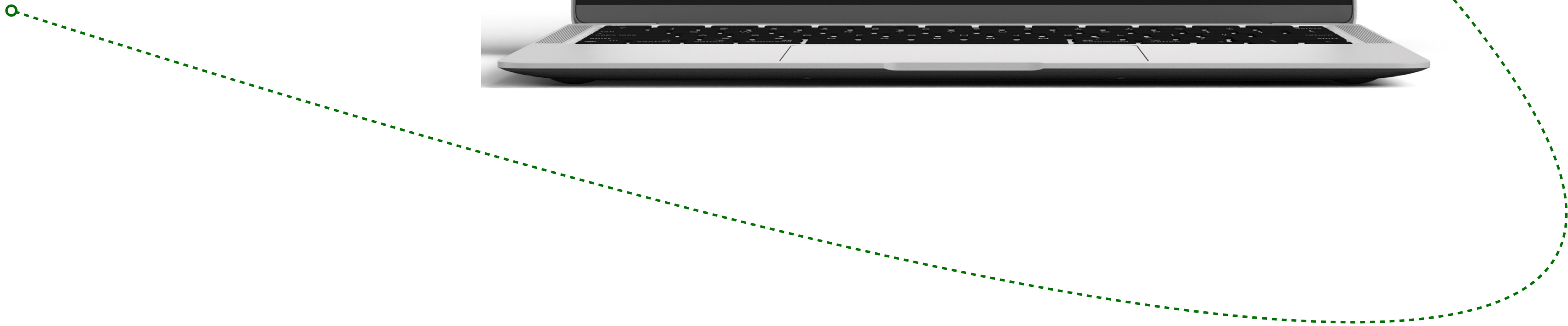


Program Fees

NGN 500,000

IRL x 8 weeks

Saturday: 9am - 5pm



Admissions Process

Seats are limited. The next cohort starts in **October 2025**.

Apply online at:
<https://forms.gle/5K mz 8Dp gnAk1 aQEn8>

Applications reviewed weekly
Rolling admissions. **Limited seats.**

You will be contacted within 5 days



Trusted by leading brands and agencies shaping the future of culture, commerce, and creativity across Africa



Testimonials from our faculty and alumni

“

A future-reading, trend-busting, branding and strategy genius. Franklin is one of the most creative minds I know. An astute strategist with a deep knowledge of trends and cultural influences on brands. One of the qualities that sets this gentleman apart is his ability to read the times and predict trajectories.

”

Taiwo Kola-Ogunlade ::
Communications and Public Affairs
Manager, WA, Google

“

Frankline is a bundle of talents. He brings freshness to strategy, insight and trends hunting. I was a part of the Innovation Strategy Program; it was very insightful and mind opening. I highly recommend the program for anyone in virtually any field who desires a cutting edge and wants to uncover new grounds.

”

Gbemi Aleke :: Lead Marketing
Coordinator, PropertyGuys.com

“

Nothing short of excellent egbon Franklin Ozekhome. Your passion for cultural engineering and the future of humans in cultural context needs to be studied. Well done to you and your culture curators.

”

Taiwo Sowore (Brand Virtuoso) ::
Marketing & Brand Management
Consultant

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We'd love to hear from you!

Need help? We're here to help you understand if this is the right move.

Reserve your spot by registering online at: www.pokv.africa.com

For corporate packages, call +234 810 588 9034 to discuss availability.

Send mail to: admissions@pokv.africa to inquire about booking rate, bespoke training courses and available dates.



Quick chat: WhatsApp our Admissions Lead:
Olatide Ola-Egbinola 📞 +234 817.939.8142





Pop Culture
Varsity

www.pokv.africa