

Strategic Brand Management Course

Marketing, Sales, Customer Service
Istanbul (Turkey)
16 - 20 Feb 2025

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Strategic Brand Management Course

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Strategic Brand Management

Introduction

Branding is how companies distinguish their product offerings from the competition. A brand is created by developing a distinctive name, package, and design and arousing customer expectations about the offering. This Strategic Brand Management course tackles all the competencies needed to build a strong organizational brand and evaluate its performance and perceptions in the marketplace. It also details brand management's role in the strategic marketing process, the steps of the consumer adoption process, the different types of branding strategies, and the signs that can indicate a troubled branding strategy.

Course Objectives of Effective Brand Management

- Define brands and understand their opportunities and challenges in highly competitive business landscapes.
- Plan and craft a powerful brand positioning statement that reflects the brand promise and the expectations of its most valued customers.
- Build strategic brand growth and track its sustainability using researched processes.
- Explore the elements of brand equity and the constituents of brand identity to build consistent and sustainable brands.
- Identify various branding strategies to develop sound actions aligned with the status of existing and new markets and products.
- Master the process for conducting a full brand audit to evaluate brand performance and take remedial actions.

Effective Brand Management Course Outlines

Day 1: Definitions and Anatomy of Brands

- The definition of a brand.
- Reasons why brands matter.
- A brief history of brands.
- The difference between branding and marketing.
- The challenges and opportunities of branding today.
- Understanding branding.

Day 2: Brand Planning Models

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- The concept of customer-based brand equity.
- Building customer-based brand equity.
- Benefits of customer-based brand equity.
- Three tools to facilitate brand planning.
 - Brand positioning models.
 - Brand resonance model.
 - Brand value chain model.

Day 3: The Strategic Brand Management Process

- The brand management process: a useful model.
- Developing brand vision.
- Establishing a brand position.
- Fulfilling brand contract.
- Brand communication.
- Brand metrics: measuring Return on Brand Investment RoBI.
- The elements of the strategic brand management process.
 - Identifying and establishing brand positioning and values.
 - Planning and implementing brand marketing programs.
 - Measuring and interpreting brand performance.
 - Growing and sustaining brand equity.

Day 4: Brand Equity and Identity

- Brand equity defined.
- Elements of brand equity.
 - Brand loyalty building.
 - Brand awareness strategies.
 - Perceived quality.
 - Brand associations.
- Designing brand identity.
- Elements of brand identity.
- Brand Essence.

Day 5: Building Brand Portfolios and Brand Evaluation

- Branding philosophies.
- Brand portfolio development strategies.
 - New brand.
 - Flanker/fighting brands.
 - Line extensions.
 - Effective brand extensions.
- Successful and unsuccessful brand extensions.
- Brand audit defined.
- Brand audit techniques.
- The brand audit questionnaire.
- Reviewing the big idea...

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- Evaluating brand communication effectiveness The above outlines have been incorporated with pertinent keywords such as Brand Strategy Development, Strategic Brand Growth, Brand Audit Techniques, and others to ensure comprehensive coverage of the subject matter and to align the educational content with applicable keyword-rich themes.

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