Strategic Brand Management: Building & Sustaining Brand Equity

16 – 20 November 2026
Accra (Ghana)

UK Trainig
PARTNER



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Why This Course

In an era of intense competition and rapid market evolution, strong brands are among an organization's most valuable assets. The Brand Management & Strategy Program is an intensive 1-week course designed to equip professionals with the strategic frameworks, analytical tools, and creative techniques needed to build, manage, and sustain powerful brands.

Through a blend of theory, case studies, and hands-on exercises, participants will learn how to create distinctive brand identities, position brands effectively in competitive markets, and drive long-term brand equity and growth.

This program is ideal for marketing professionals, brand managers, and business leaders seeking to strengthen their expertise in brand strategy and management.

What You'll Learn and Practice

By completing this program, participants will:

- Understand the strategic role of brand management in business success.
- Develop and manage strong, consistent brand identities and portfolios.
- Create effective positioning and differentiation strategies.
- Build and measure brand equity using proven models and frameworks.
- Manage brand performance across markets, channels, and customer segments.
- Design brand growth, extension, and revitalization strategies for sustainability.

The Program Flow

Day 1: Foundations of Brand Management

- Understanding the strategic importance of branding in modern business.
- Exploring brand equity models and conceptual frameworks.
- Crafting brand identity, personality, and visual systems.
- Managing brand architecture and multi-brand portfolios.



Day 2: Brand Positioning and Strategy

- Developing a compelling brand positioning strategy.
- Conducting competitive analysis and identifying differentiation opportunities.
- Selecting and managing brand elements for consistency and impact.
- Creating brand resonance and emotional connection with target audiences.

Day 3: Building Brand Equity

- Leveraging integrated marketing communications to strengthen brands.
- Developing digital branding and social media engagement strategies.
- Understanding customer-based brand equity and brand association models.
- Managing brand image and reputation in dynamic markets.

Day 4: Measuring and Managing Brand Performance

- Conducting brand audits and evaluating brand health.
- Applying brand equity measurement and tracking techniques.
- Understanding brand valuation methods and financial implications.
- Monitoring performance through data, metrics, and market feedback.

Day 5: Brand Growth and Sustainability

- Designing effective brand extension and diversification strategies.
- Exploring co-branding, partnerships, and brand alliances.
- Managing global brands across diverse markets and cultures.
- Revitalizing and repositioning brands for long-term relevance.

Individual Impact

- Build deep expertise in brand strategy, positioning, and performance management.
- Gain practical tools to strengthen and sustain brand equity.
- Enhance strategic decision-making and analytical skills in brand leadership.
- Develop a personal action plan for applying brand management best practices.

Organizational Impact

- Strengthen brand equity and market competitiveness.
- Improve brand consistency and performance across markets and channels.
- Foster innovation in branding and product-market positioning.
- Build a culture of strategic brand stewardship throughout the organization.



Training Methodology

This program combines analytical depth with creative practice through:

- Case studies of successful global and regional brands.
- Interactive workshops on brand identity design and positioning.
- Brand audit and strategy development exercises.
- Group discussions and simulations focused on brand challenges and innovation.

Beyond the Course

Upon completion, participants will be equipped to develop, manage, and grow brands strategically, creating long-term value and customer loyalty.

Graduates of this program will emerge as brand leaders — capable of shaping identities, driving differentiation, and building sustainable brand equity in competitive global markets.

