

# Strategic Brand Management: Building & Sustaining Brand Equity

Marketing, Sales, Customer Service  
Phoenix, Arizona (USA)  
27 - 31 Oct 2025

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## Strategic Brand Management: Building & Sustaining Brand Equity

**Ref:** 3084\_136735 **Date:** 27 - 31 Oct 2025 **Location:** Phoenix, Arizona (USA) **Fees:** 5700 Euro

### Course Description

This intensive 5-day course equips participants with the knowledge and tools to develop, implement, and manage successful brand strategies. Participants will learn to create strong brand identities, build brand equity, and leverage brand assets for long-term business success. The course combines theoretical frameworks with practical applications, case studies, and hands-on exercises.

### Learning Objectives

- Understand the fundamentals of brand management and its role in business strategy
- Develop skills to create and maintain strong brand identities
- Learn techniques for effective brand positioning and differentiation
- Master the process of building and measuring brand equity
- Gain insights into managing brands across different markets and channels
- Develop strategies for brand growth and extension

### Course Modules

#### Day 1: Foundations of Brand Management

- Introduction to branding and its importance
- Brand equity models and frameworks
- Brand identity and personality
- Brand architecture and portfolio management

#### Day 2: Brand Positioning and Strategy

- Developing a brand positioning strategy
- Competitive analysis and differentiation
- Brand elements and their roles
- Creating brand resonance

#### Day 3: Building Brand Equity

- Integrated marketing communications for brand building
- Digital branding and social media strategies
- Customer-based brand equity
- Brand associations and brand image

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board has a checkered pattern, and there are concentric circles in the background.

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## Day 4: Measuring and Managing Brand Performance

- Brand audits and health checks
- Brand equity measurement techniques
- Brand valuation methods
- Brand performance tracking and metrics

## Day 5: Brand Growth and Sustainability

- Brand extension strategies
- Co-branding and brand alliances
- Global brand management
- Brand revitalization and repositioning

## Practical Wins for Participants

- Develop a comprehensive brand strategy for their organization
- Create a brand audit framework to assess current brand performance
- Design an integrated marketing communications plan for brand building
- Formulate a brand extension strategy to drive growth

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