Brand Management

25 – 29 January 2027
Edinburgh (UK)



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Why This Course

A strong brand is more than a logo or slogan — it is the emotional and strategic core of an organization's identity and value proposition.

In a world of changing consumer expectations and digital disruption, effective brand management is essential for differentiation, trust, and loyalty.

The Brand Management program provides participants with a holistic understanding of how to build, position, and grow brands strategically.

It combines marketing science, psychology, and leadership to equip professionals with the tools to manage brand equity, consistency, and impact across diverse channels and markets.

Through hands-on projects, case studies, and analytical frameworks, participants will learn how to transform brand strategy into tangible business success — from identity creation to performance measurement.

What You'll Learn and Practice

By joining this program, you will:

- Understand the strategic importance and lifecycle of brand management.
- Learn how to build a strong brand identity, positioning, and personality.
- Apply consumer insight and market research to shape brand strategy.
- Develop multi-channel brand communication and storytelling.
- Manage brand equity, architecture, and portfolio strategy.
- Learn to maintain brand consistency across global markets.
- Explore digital branding, social media, and reputation management.
- Measure and optimize brand performance and value creation.



The Program Flow

Day 1: Foundations of Brand Strategy

- Understanding what makes a brand valuable and memorable.
- The evolution of brand management — from product identity to brand experience.
- Elements of brand identity: vision, mission, and promise.
- The psychology of perception, trust, and emotional connection.
- Case study: How global brands build meaning and differentiation in competitive markets.

Day 2: Brand Positioning and Architecture

- Defining target audiences and crafting a brand value proposition.
- Competitive analysis and differentiation strategies.
- Positioning maps and brand architecture models corporate, product, endorsed.
- Managing brand hierarchies and sub-brands for growth.
- Workshop: Designing a brand positioning statement and hierarchy.

Day 3: Brand Communication and Storytelling

- Translating brand strategy into creative expression.
- Crafting messages that resonate across media and cultures.
- Visual identity systems — logo, typography, color, and imagery.
- Storytelling techniques that connect emotion with authenticity.
- Group exercise: Building a brand story and communication campaign.

Day 4: Digital Branding and Experience Management

- Managing brand presence across digital and social platforms.
- Personalization, engagement, and online reputation management.
- The role of influencers and community building in brand growth.
- Customer experience CX is the new brand differentiator.
- Case study: How digital-first brands achieve trust and loyalty online.

Day 5: Brand Equity, Measurement, and Sustainability

- Understanding and managing brand equity.
- Measuring brand performance — awareness, perception, and advocacy.
- Brand valuation models and financial impact assessment.
- Sustainability, ethics, and social responsibility in modern branding.
- Final project: Developing a complete brand management strategy for a chosen organization.



Individual Impact

- Gain comprehensive knowledge of brand creation, positioning, and strategy.
- Strengthen creative, analytical, and strategic thinking abilities.
- Build confidence in managing brand identity and communication in dynamic markets.
- Learn to bridge marketing insight with business value.
- Enhance your professional reputation as a strategic brand leader.

Work Impact

- Build a strong, consistent, and differentiated brand identity.
- Improve customer trust, engagement, and loyalty.
- Align brand strategy with corporate objectives and values.
- Optimize marketing resources for maximum impact and return.
- Drive sustainable growth through brand equity and reputation excellence.

Training Methodology

This program integrates strategic theory, practical tools, and creative exercises to ensure both conceptual mastery and actionable skill development.

Learning methods include:

- Expert-led discussions and branding case analyses.
- Brand positioning and storytelling workshops.
- Visual identity and digital branding exercises.
- Group strategy simulations and peer feedback sessions.
- Strategic templates and brand audit toolkits for post-course application.

Beyond the Course

Upon completion, participants will be equipped to build, manage, and grow brands that inspire loyalty, drive performance, and adapt to evolving market landscapes.

Graduates of this program will emerge as brand management professionals — capable of translating brand vision into measurable business success with creativity, consistency, and strategic foresight.

