

# Brand Management

Course Advertorial





## Introduction

Strong and effective brands give you a competitive advantage in the marketplace and help you weather the storms of market competition. Whether you have an existing brand or you're starting a new one from scratch, this course provides the tools and frameworks you need to build brand equity.

# Brand Management

## What you will learn

- Define brand
- Explain the significance of brands
- Outline the steps of the branding process
- Create brand drivers
- Design your brand architecture
- Identify and understand customers
- Link brand to product and service
- Manage brand equity

## Topics covered

- Understanding brand
- Identifying your core values and purpose
- Positioning the brand
- Expressing the brand identity
- Communicating the brand: internally
- Communicating the brand: Externally
- Measuring brand performance and value

## What is included

- Instruction by an expert facilitator
- Small interactive classes
- Specialized manual and course materials
- Personalized certificate

## Duration



### Face to Face

2 days



### Virtual

6 X 2-Hr Sessions