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Course Name

Brand Management

Sector Name

Sales, Marketing and Customer Service

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Brand Management

Course Introduction

The Brand Management course provides professionals with the knowledge and tools needed to build, manage, and strengthen successful brands in competitive markets. Effective brand management helps organizations create a clear brand identity, communicate value to customers, and maintain long-term brand loyalty.

This course explores essential concepts including brand positioning, brand strategy, brand identity development, customer perception, and brand communication. Participants will learn how to design strong branding strategies that differentiate products and services in the marketplace.

Through practical frameworks and real-world examples, learners will develop the ability to manage brand reputation, enhance brand value, and align marketing efforts with business goals. By mastering brand management, professionals can improve brand recognition, strengthen customer relationships, and support sustainable business growth.

This course is ideal for marketing professionals, brand managers, entrepreneurs, and business leaders who want to develop effective branding strategies and build powerful brands.

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Target Audience

- ✓ Brand Managers
- ✓ Marketing Managers and Executives
- ✓ Communication Managers
- ✓ Public Relations Specialists
- ✓ Corporate Affairs Managers
- ✓ Business Development Managers
- ✓ Product Managers
- ✓ Advertising Professionals
- ✓ Entrepreneurs and Start-Up Founders
- ✓ Customer Experience Managers
- ✓ Chief Marketing Officers (CMOs)
- ✓ Strategy and Innovation Managers
- ✓ Creative Directors and Content Strategists
- ✓ Professionals involved in corporate identity, brand strategy, or marketing campaigns

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Learning Objectives

- ✓ Gain a comprehensive understanding of the importance of branding and how it can be used to support the organisation’s business purpose
- ✓ Design a range of print, online, multimedia and face2face collateral to explain what the brand stands for and how to use it
- ✓ Utilize the principles of branding to develop an effective brand for their organisation, or refine the existing brand
- ✓ Develop support for the brand from a wide cross section of stakeholders including executives, employees, customers, influencers and the media
- ✓ Recognize and apply mechanisms to monitor the brand over time, including performance and perceptions, recommending effective ways of refreshing the brand when needed

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Course Outline

✓ 01 Day One

The Importance of Branding

- ✓ What is a brand?
- ✓ What do leaders expect when they invest in branding?
- ✓ Who owns our brand?
- ✓ How do brands add value to an organization?
- ✓ How to link brand to the organisation’s mission, vision, values and purpose?
- ✓ What should a brand include? – differentiation, relevance, trust, emotion

Creating an Effective Brand

- ✓ 8 key criteria for a branding strategy
- ✓ 7 essential elements of a brand’s identity
- ✓ Developing brand values and value propositions
- ✓ Using customer insights to build the brand
- ✓ Creating buyer personas that resonate with customers and potential customers
- ✓ Connecting brand to the past, present and future

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Brand Management

Course Outline

✓ 02 Day Two

Developing Support for the Brand

- ✓ Finding a brand champion from the leadership team
- ✓ Characteristics of great brand champions
- ✓ Empowering employees as brand ambassadors
- ✓ Using celebrities as brand ambassadors
- ✓ Developing fans and bloggers as online brand ambassadors
- ✓ Proving the brand's worth to shareholders using the international standard ISO 10668

The Branding Manual

- ✓ Developing the branding guidelines
- ✓ Creating the brand manual
- ✓ Running branding workshops for employees and creative agencies
- ✓ Developing a branding communications plan for internal and external audiences
- ✓ Running a brand launch event
- ✓ Ensuring consistent delivery of multiple launch events

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Course Outline

✓ 03 Day Three

Protecting the Brand Over Time

- ✓ Monitoring customers' experiences and perceptions of the brand
- ✓ Monitoring opinion formers and influencers' views
- ✓ Monitoring what is said in the media
- ✓ Knowing when to refresh the brand
- ✓ Exercise where participants create and present their own brand
- ✓ Action planning to take learning back into the workplace

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 13, 2027	June 15, 2027	3 days	3250.00 $	KSA , Riyadh
Feb. 1, 2027	Feb. 3, 2027	3 days	3250.00 $	UAE , Dubai
Oct. 11, 2027	Oct. 13, 2027	3 days	3250.00 $	UAE , Dubai
Aug. 2, 2027	Aug. 4, 2027	3 days	4950.00 $	switzerland , Geneva

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