



**Strategic Marketing & Branding**

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## **Strategic Marketing & Branding**

**5 days training course**

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**For detailed information on training course dates, please click the link:**  
**[Strategic Marketing & Branding.](#)**

### **Target Audience:**

This course is designed for marketing managers, brand managers, product managers, business development professionals, and executives who are responsible for creating, managing, and enhancing their company's brand. It is also suitable for professionals in various industries such as retail, technology, consumer goods, and services, who seek to improve their marketing strategies and brand management skills.

### **Introduction:**

**Strategic Marketing & Branding** is a 5-day course that provides participants with a deep understanding of how to develop and execute effective brand strategies. This course covers the fundamentals of brand creation, brand identity, and brand management. It delves into building a strong brand, understanding market research, developing a brand strategy, and using both digital and traditional marketing tools to promote a brand. Participants will learn to create a solid brand foundation, overcome obstacles, and track brand success to ensure sustained market leadership.

### **Training Objectives:**

- Understand the definition of a brand and why it's essential for business success.
- Learn how to create and manage a brand identity that resonates with your target audience.
- Gain insights into the market research process and how to use it to strengthen your brand.
- Develop and implement a comprehensive brand strategy and marketing plan.
- Learn how to manage your brand using both traditional and digital marketing tools.
- Understand how to measure and control the effectiveness of your brand strategy.



## **Course Outline:**

### **Day 1: What a Brand Is, Why It's Valuable, and How to Build It**

- Definition of a brand and its importance
- How branding functions in the market
- Key branding terms and concepts
- Understanding your brand's profile
- Steps to create a successful brand

### **Day 2: Creating and Managing Your Brand Identity**

- Introduction to brand management
- Building and maintaining your brand identity
- External vs. internal branding
- Managing brand portfolios and architecture
- Using market research to shape your brand

### **Day 3: Researching the Market to Build Your Brand Strategy**

- Understanding the market landscape
- Identifying brand opportunities and challenges
- Assessing strengths and weaknesses for brand growth
- Overcoming obstacles to brand success
- Setting clear brand objectives

### **Day 4: Developing Your Brand Strategy, Plan, and Marketing Mix**

- Creating a strong brand strategy
- Defining your target audience and key stakeholders
- Developing a brand plan with the marketing mix (Product, Price, Place, Promotion)
- Aligning your product offerings with the brand
- Ensuring pricing strategy supports brand positioning

### **Day 5: Implementing, Managing, and Measuring Your Brand Plan**

- Using both digital and traditional marketing channels
- Supporting distributors to communicate the brand effectively
- Managing people, processes, and physical aspects of your brand
- Setting timelines and budgeting for brand activities
- Monitoring and controlling the brand plan for success



## DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

## CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

## SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

## REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

## TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.