



## Strategic Brand Management

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## **Strategic Brand Management**

**5 days training course**

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**For detailed information on training course dates, please click the link:**

**[Strategic Brand Management](#)**

**Target Audience:**

This course is ideal for professionals involved in brand development, marketing, and business growth, including:

- **Brand Managers**
- **Marketing Executives**
- **Product Managers**
- **Key Account Executives**
- **Business Development Professionals**
- **Sales Executives and Sales Managers**
- **Entrepreneurs**
- **Small to Medium Enterprise (SME) Owners and Managers**

**Introduction:**

In a competitive market, strong branding is essential for business success. This course provides a deep understanding of brand strategy, identity, and management to help businesses build powerful brands that drive customer loyalty and market differentiation. Participants will explore key branding principles, brand positioning, and effective strategies for long-term brand success.

**Training Objectives:**

By the end of this course, participants will:

- Understand the fundamentals of branding and its strategic importance
- Learn how to create and manage a strong brand identity
- Develop effective brand strategies based on market research
- Align branding with customer needs and business goals
- Implement and control brand strategies for long-term success

## **Course Outline:**

### **Day 1: Understanding Branding and Its Value**

- What is a brand? Defining its role and importance
- Key branding concepts and principles
- The psychology behind brand perception
- The value of a strong brand in business growth
- Steps to creating a brand from the ground up

### **Day 2: Building and Managing a Brand Identity**

- Fundamentals of brand identity and brand personality
- Internal vs. external branding: Aligning brand values with business culture
- Managing brand architecture and brand portfolios
- Market research techniques for effective brand positioning
- Case studies: Successful brand identity strategies

### **Day 3: Market Research and Brand Strategy Development**

- Analyzing the competitive landscape
- Identifying brand strengths, weaknesses, opportunities, and threats (SWOT)
- Recognizing challenges in brand building and how to overcome them
- Setting clear brand objectives and performance indicators
- Developing a roadmap for sustainable brand growth

### **Day 4: Brand Strategy, Targeting, and Positioning**

- Crafting an effective brand strategy
- Defining and targeting key customer segments
- Aligning product and service offerings with brand positioning
- Integrating the brand into the marketing mix (product, price, place, promotion)
- Ensuring brand consistency across all touchpoints

### **Day 5: Implementing and Managing the Brand Strategy**

- Integrating digital and traditional branding techniques
- Managing distributor relationships and customer experience
- Effective brand communication: Messaging and storytelling
- Budgeting and resource allocation for brand initiatives
- Monitoring and measuring brand success for continuous improvement



## 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.