



*Training Course:
Strategic Brand Manager*

*8 - 12 July 2024
Accra (Ghana)*

Training Course: Strategic Brand Manager

Training Course code: MA1978 From: 8 - 12 July 2024 Venue: Accra (Ghana) - Training Course Fees: 5950 € Euro

Introduction:

Welcome to the Strategic Brand Manager training program, offered by Global Horizon Training Center. This comprehensive program aims to equip participants with the necessary knowledge and skills to effectively manage and enhance brand strategies. Through a combination of theoretical concepts, practical exercises, and case studies, participants will gain a deeper understanding of the strategic aspects of brand management.

Objectives:

- Understand the fundamentals of strategic brand management.
- Develop the skills to analyze market trends and consumer behavior.
- Learn to create and implement effective brand strategies.
- Gain insights into measuring and evaluating brand performance.
- Enhance the ability to build and maintain strong brand equity.

Methodology:

The training program will adopt a blended learning approach, incorporating various methodologies to maximize participant engagement and learning outcomes. The methods employed will include:

- Interactive lectures and presentations
- Group discussions and brainstorming sessions
- Case studies and real-world examples
- Hands-on exercises and simulations
- Individual and group assignments
- Q&A sessions and open forums for knowledge sharing

Target Audience:

This training program is designed for professionals involved in brand management, marketing, advertising, or related fields. It is suitable for:

- Brand managers seeking to enhance their strategic thinking and execution capabilities.
- Marketing professionals aiming to deepen their understanding of brand management principles.
- Advertising executives interested in developing comprehensive brand strategies.
- Business owners or entrepreneurs responsible for managing their own brands.
- Anyone interested in gaining knowledge and skills in strategic brand management.

Outlines:

Day 1:

Brand Management Fundamentals

- Introduction to strategic brand management
- Understanding the role and importance of brands
- Brand positioning and differentiation
- Building brand identity and personality
- Managing brand perception and reputation

Day 2:

Market Analysis and Consumer Insights

- Conducting market research and analysis
- Identifying target markets and segments
- Consumer behavior and decision-making process
- Analyzing competitors and industry trends
- Utilizing consumer insights for brand strategy

Day 3:

Developing Effective Brand Strategies

- Setting brand objectives and goals
- Brand architecture and portfolio management
- Brand extension and diversification strategies
- Integrated marketing communication for brands
- Digital branding and online presence

Day 4:

Measuring Brand Performance

- Key performance indicators for brand management
- Brand equity measurement and tracking
- Evaluating brand loyalty and customer satisfaction
- Assessing brand perception and brand image
- Brand audits and monitoring brand health

Day 5:

Building and Maintaining Brand Equity

- Brand equity and brand value creation
- Brand storytelling and emotional branding
- Brand experience and customer journey mapping
- Brand extensions and co-branding strategies
- Brand crisis management and reputation repair

Registration form on the Training Course: Strategic Brand Manager

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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