



*Training Course:
Brand Management*

*25 - 29 January 2027
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Brand Management

Training Course code: SM234622 From: 25 - 29 January 2027 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 6350 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip professionals with the strategic knowledge and practical tools required to build, manage, and sustain strong brands in highly competitive markets.

Branding is a critical differentiator that enables organizations to distinguish their offerings and create lasting impressions in the minds of customers. A strong brand goes beyond a name or logo—it represents a promise, a perception, and a consistent experience that drives customer preference and loyalty.

This program provides a comprehensive understanding of brand development, positioning, equity, and performance measurement. Participants will explore modern branding strategies, learn how to evaluate brand health, and develop actionable plans to strengthen and grow their brands effectively.

Course Objectives

By the end of this program, participants will be able to:

- Define branding concepts and understand their strategic importance
- Develop strong brand positioning statements aligned with customer expectations
- Build and manage brand equity using structured frameworks
- Identify and apply appropriate branding strategies across different markets
- Analyze brand performance and sustainability using key metrics
- Conduct comprehensive brand audits to identify strengths and gaps
- Design consistent brand identities that reflect organizational values

Target Audience

- Marketing Managers and Brand Managers
- Business Development Professionals
- Marketing Executives and Specialists
- Product Managers
- Entrepreneurs and Business Owners
- Professionals involved in corporate communication and strategy

Training Outline

Day 1: Fundamentals & Anatomy of Brands

- Definition and core concepts of branding
- Importance and impact of brands in modern markets
- Historical evolution of branding
- Difference between branding and marketing
- Current challenges and opportunities in branding
- Understanding customer perceptions and expectations

Day 2: Brand Planning Models & Frameworks

- Customer-Based Brand Equity CBBE concept
- Building and leveraging brand equity
- Benefits of strong brand equity
- Key brand planning tools and models:
 - Brand Positioning Model
 - Brand Resonance Model
 - Brand Value Chain Model
- Practical application of brand frameworks

Day 3: Strategic Brand Management Process

- Overview of the brand management lifecycle
- Developing brand vision and mission
- Establishing effective brand positioning
- Delivering the brand promise brand contract
- Brand communication strategies
- Measuring Return on Brand Investment ROBI
- Managing and sustaining brand performance

Day 4: Brand Equity & Identity Development

- Understanding brand equity components:
 - Brand awareness
 - Brand loyalty
 - Perceived quality
 - Brand associations
- Designing a strong and consistent brand identity
- Elements of brand identity visual and verbal
- Defining brand essence and personality
- Ensuring brand consistency across touchpoints

Day 5: Brand Portfolio Strategy & Brand Audit

- Branding philosophies and portfolio strategies
- Growth strategies: new brands, line extensions, brand extensions
- Evaluating successful vs. unsuccessful brand extensions
- Introduction to brand audits and their importance
- Brand audit tools and techniques
- Designing and using brand audit questionnaires
- Evaluating campaigns and the “big idea”
- Final case study and practical application

Registration form on the Training Course: Brand Management

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

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Payment Method

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