Professional Brand Manager Course

Venue Information

Venue: London UK

Place:

Start Date: 2026-07-28

End Date: 2026-08-01

Course Details

Net Fee: £4750.00

Duration: 1 Week

Category ID: P,CS,SAMC

Course Code: P,CS,SAMC-13

Syllabus

Course Syllabus

Introduction

Who should attend:

All those involved in decisions and actions impacting the health of the brand. It is also of direct interest to marketing, product and brand managers and supervisors. The concepts introduced are also of key importance to those managers who chart the overall strategic and operational policies of the company.

Objectives

- Ensure the success of organization, product or service through careful attention to brand imperatives.
- Craft a powerful brand positioning statement that reflects the brand promise and the expectations of their most valued customers.

Content

Definitions and Anatomy of Brands

- What is a Brand
- Why Do Brands Matter
- A Brief History of Brands
- The Challenges and Opportunities of Branding Today
- Understanding Branding

Brand Planning and Management

- The Concept of Customer-Based Brand Equity
- Building Customer-Based Brand Equity
- Three Tools to Facilitate Brand Planning
    - Brand Positioning Model
    - Brand Resonance Model
    - Brand Value Chain Model
- Brand Management Elements
    - Developing Brand Vision
    - Establishing Brand Position
    - Fulfilling Brand Contract
    - Communicating Brand Position
    - Measuring RoBI (Return on Brand Investment)

The Strategic Brand Management Process

- The Branding Process: Some Useful Models
- The Elements of the Strategic Brand Management Process
    - Identifying and Establishing Brand Positioning and Values
    - Planning and Implementing Brand Marketing Programs
    - Measuring and Interpreting Brand Performance
    - Growing and Sustaining Brand Equity

Brand Equity and Identity

- Brand Equity Defined
- Elements of Brand Equity
    - Brand Loyalty
    - Brand Awareness
    - Perceived Quality
    - Brand Associations
- Creating a Brand Identity
    - Brand Vision
    - Brand Contract

Building Brand Portfolios

- Branding Philosophies:
  - The Branded House
  - Sub-Brands
  - Endorsed Brands
  - The House of Brands
- Brand Growth Strategies
  - Flanker/Fighting Brands
  - Line Extensions
  - Brand Extensions
- Successful and Unsuccessful Brand Extensions
- The Various Types of Brand Architecture: Product-Brand, “Branduit,” Range Brand, Umbrella Brand and Endorsement Brand

Brand Evaluation

- The Brand Audit Questionnaire
- Reviewing the “Big Idea”
- Evaluating Advertising