



دورة تدريبية لإتقان استراتيجيات العلامة التجارية والترويج

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المرجع: 36359_26700 التاريخ: 20 - 24 Jul 2027 الموقع: ميلان الرسوم: Euro 5700

Course Overview:

The course is designed to equip professionals with essential skills in branding strategy and brand management. In today's competitive landscape, understanding customer-based brand equity, brand positioning, and brand identity is crucial for building a strong market presence. This course covers key aspects such as brand elements, brand awareness, and brand image, providing a comprehensive foundation for participants. With an emphasis on building brand equity through effective brand marketing programs, attendees will learn to assess brand performance and foster brand loyalty. The program integrates integrated marketing communications and a robust marketing communications strategy to enhance the brand value chain. Participants will also explore brand architecture and brand extension strategies, allowing them to implement effective brand equity measurement techniques and conduct brand audits. This training is ideal for individuals looking to navigate the challenges of digital branding, brand differentiation, and emotional branding, ultimately leading to successful branding case studies and revitalization strategies.

Target Audience:

- Marketing Managers
- Brand Managers
- Product Development Teams
- Communication Specialists
- Digital Marketing Professionals
- Corporate Executives
- Small Business Owners

Targeted Organizational Departments:

- Marketing and Communications
- Product Development
- Sales and Customer Service
- Brand Management
- Digital Marketing
- Corporate Strategy

Targeted Industries:

- Retail and Consumer Goods
- Technology and Digital Services
- Healthcare and Pharmaceuticals
- Entertainment and Media
- Automotive
- Nonprofits and NGOs

Course Offerings:

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

- Develop effective branding strategies tailored to their organization.
- Conduct comprehensive brand audits to assess brand equity.
- Implement integrated marketing communications that enhance brand visibility.
- Design and execute brand extension strategies to build brand loyalty.
- Measure and analyze brand performance using established metrics.

Training Methodology:

The course includes a blend of learning approaches. Participants will engage in case studies that provide real-world insights into successful branding strategies and challenges. Group work will foster collaboration and allow for the exchange of ideas regarding emotional branding and brand community building. Interactive sessions will enable participants to practice brand differentiation techniques and storytelling methods.

Feedback sessions will focus on applying branding concepts, ensuring participants can translate theory into actionable strategies. This comprehensive approach will help attendees build a robust brand equity management system that supports ongoing brand revitalization.

Course Toolbox:

- ebooks and training manuals
- Access to online resources and articles on branding
- Templates for brand audits and marketing strategies
- Case studies from successful branding initiatives
- Checklists for integrated marketing communications
- Digital tools for brand performance measurement

Course Agenda:

Day 1: Understanding Brands and Brand Management

- What Is a Brand? Defining Key Concepts Topic 1: •
- Brand Elements: Building Blocks of Branding Topic 2: •
- Brands vs. Products: Understanding the Differences Topic 3: •
- Why Do Brands Matter? Impact on Consumers and Firms Topic 4: •
- Branding Commodities: Challenges and Opportunities Topic 5: •
- Branding in Different Contexts: Services, Retailers, and Online Products Topic 6: •
- Key Learnings on Brand Management Fundamentals Reflection & Review: •

Day 2: Customer-Based Brand Equity and Positioning

- Defining Customer-Based Brand Equity: The Foundation of Strong Brands Topic 1: •
- Building Brand Awareness and Image: Strategies for Success Topic 2: •
- Identifying and Establishing Brand Positioning: Points-of-Parity and Points-of-Difference Topic 3: •
- Developing a Good Positioning: Brand Mantras and Their Importance Topic 4: •
- Updating Positioning Over Time: Adapting to Market Changes Topic 5: •
- The Role of Brand Knowledge in Building Equity Topic 6: •
- Insights on Customer-Based Brand Equity and Positioning Reflection & Review: •

Day 3: Brand Resonance and Value Creation

- The Four Steps of Brand Building: From Salience to Resonance Topic 1: •
- Understanding Brand Performance: Metrics for Success Topic 2: •
- Brand Imagery and Judgments: Creating Emotional Connections Topic 3: •
- The Brand Value Chain: Stages of Value Creation Topic 4: •
- Building Brand Communities: Engaging Consumers Topic 5: •
- Customer Equity: The Relationship Between Customers and Brand Value Topic 6: •
- Recap of Brand Resonance and Value Chain Insights Reflection & Review: •

Day 4: Designing and Implementing Brand Marketing Programs

- Criteria for Choosing Brand Elements: Building Brand Equity Topic 1: •
- Integrating Marketing: Creating a Cohesive Strategy Topic 2: •
- Pricing Strategies: Perceptions and Brand Equity Topic 3: •
- Channel Strategies: Direct vs. Indirect Approaches Topic 4: •
- Online Marketing Strategies: Engaging Digital Consumers Topic 5: •
- Legal Considerations in Branding: Protecting Brand Equity Topic 6: •
- Summary of Brand Marketing Program Strategies Reflection & Review: •

Day 5: Measuring Brand Performance and Sustainability

- Developing a Brand Equity Measurement System: Tools and Techniques Topic 1: •
- Conducting Brand Audits: Assessing Brand Health Topic 2: •
- Understanding Brand Tracking Studies: What to Measure Topic 3: •
- Leveraging Secondary Brand Associations: Creating New Brand Connections Topic 4: •
- Managing Brands Over Time: Strategies for Long-Term Success Topic 5: •
- Global Branding Challenges: Navigating International Markets Topic 6: •
- Final Thoughts on Measuring and Sustaining Brand Equity Reflection & Review: •

How This Course is Different from Other Branding Courses:

The course stands out due to its complete approach to branding that combines theoretical knowledge with practical applications. Unlike other courses, it emphasizes building customer-based brand equity and brand loyalty while integrating the latest trends in digital branding. Participants will benefit from engaging case studies that highlight successful branding strategies and learn to navigate branding challenges in a globalized market. The course's unique focus on brand community building and emotional branding further enriches the learning experience, equipping attendees with the methods necessary to create compelling brand stories and maintain brand consistency.

فئات الدورات التدريبية

الدورات التدريبية في مجال البيئة والاستدامة	دورات إدارة الجودة وتطوير العمليات
دورات إدارة و تحليل البيانات ودورات علم البيانات	دورات إدارة و تطوير الموارد البشرية
دورات الذهن السيرياني ودورات تقنية المعلومات	دورات الاتصال الجماهيري و السياسات والعلاقات العامة
دورات التدريب القانوني والهشتريات والتعاقدات	دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
دورات الحوكمة وإدارة المخاطر والامتثال	دورات السكرتارية و إدارة المكاتب
دورات الصحة والسلامة والذهن المهني	دورات الصيانة ودورات المجالات الهندسية المتنوعة
دورات المحاسبة و التهويل و دورات الإدارة المالية	دورات المهارات الشخصية وتطوير الذات
دورات في مجالات القيادة والإدارة	دورات معتمدة من قبل هيئات دولية
دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقية	



معدن التدريب

أكر غانا	أثينا اليونان	أبوظبي الإمارات العربية المتحدة
الجبيل المملكة العربية السعودية	استنبول تركيا	أهستردام هولندا
الرياض المملكة العربية السعودية	الدوحة قطر	الدار البيضاء المغرب
المنامة مملكة البحرين	الكويت الكويت	القاهرة مصر
بانكوك تايلند	باكو أذربيجان	باريس فرنسا
برلين ألمانيا	برشلونة إسبانيا	براغ جمهورية التشيك
تيليسي جورجيا	بوكيت تايلاند	بورتو البرتغال
جنيف سويسرا	جاكارتا جمهورية إندونيسيا	تورنتو كندا
روما إيطاليا	حلي الإمارات العربية المتحدة	جوهانسبرغ جنوب أفريقيا
سنغافورة سنغافورة	سان دييغو الولايات المتحدة الأمريكية	زنجان تنزانيا
شيكاغو الولايات المتحدة الأمريكية	شرم الشيخ مصر	سيول كوريا الجنوبية
طوكيو اليابان	طشقند أوزبكستان	طرابزون تركيا
فرانكفورت ألمانيا	عن بعد منصة زووم	عمان المملكة الأردنية الهاشمية



مدن التدريب

كيب تاون جنوب إفريقيا	كوالالمبور ماليزيا	فيينا النمسا
لندن المملكة المتحدة	لشبونة البرتغال	لانكاوي ماليزيا
مسقط سلطنة عمان	هدريد اسبانيا	ماريبا اسبانيا
ميونخ ألمانيا	ميلان إيطاليا	مونترو سويسرا
	نيويورك الولايات المتحدة الأمريكية	نيروبي كينيا