MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

STRATEGIC BRAND MANAGEMENT

"Elevate Brand Value Through Strategy, Identity, and Market Positioning"

Schedule

Date	Venue	Fees
03 – 05 Mar 2026	Dubai, UAE	USD 2495 per delegate
19 – 21 May 2026	Riyadh, KSA	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In an increasingly competitive global market, a well-managed brand is a company's most valuable asset. Strategic brand management focuses on developing, maintaining, and enhancing brand equity, ensuring long-term market presence and customer loyalty.

This 3-day program provides participants with the tools, frameworks, and real-world case studies to build, communicate, and manage strong brands across diverse industries. Whether launching a new brand or revitalizing an existing one, this course empowers marketing professionals to lead with strategy and creativity.

Objectives

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

- Understand the key components of brand equity and value creation
- Develop brand positioning strategies aligned with business objectives
- Apply brand architecture and portfolio management tools
- Execute integrated marketing communication (IMC) strategies
- Analyze brand performance using appropriate KPIs

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Why Attend

- Strengthen your organization’s brand identity and differentiation
- Acquire practical branding tools and templates
- Learn from regional and global brand case studies
- Stay updated with digital trends in branding
- Drive long-term brand loyalty and profitability

Target Audience

This program is designed for:

- Marketing and brand managers
- Communications and PR professionals
- Business development and product managers
- Entrepreneurs and start-up founders
- Consultants and agency professionals

Individual Benefits

Key competencies that will be developed include:

- Strategic brand thinking and planning
- Enhanced creativity in brand storytelling and positioning
- Effective use of brand measurement tools
- Knowledge of digital branding and customer engagement

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved brand consistency and message clarity
- Stronger alignment between brand and business goals
- Increased customer engagement and loyalty
- Enhanced brand value in the marketplace

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – In-depth sessions on brand equity, architecture, and positioning
- Case Studies – Global and regional brand success stories and failures
- Workshops – Hands-on branding exercises and strategy simulations
- Peer Exchange – Discussions and idea sharing from diverse industries
- Tools – Branding frameworks, templates, and communication planning sheets

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Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Branding Fundamentals & Strategic Frameworks

Module 1: Introduction to Brand Management (07:30 – 09:30)

- What is a brand? Tangible vs. intangible brand assets
- Role of branding in strategic marketing
- Module 2: Brand Equity and Value Creation (09:45 – 11:15)
- Understanding brand equity models (Keller, Aaker)
- Building and measuring brand equity
- Module 3: Brand Strategy Development (11:30 – 01:00)
- Brand positioning, mission, and vision alignment
- Target audience and brand persona mapping
- Module 4: Workshop – Brand Audit and SWOT (02:00 – 03:30)

Day 2: Brand Architecture & Communication

- Module 5: Brand Architecture and Portfolio Strategy (07:30 – 09:30)
- Monolithic, endorsed, and freestanding brand structures
- Managing sub-brands and brand extensions
- Module 6: Integrated Marketing Communication (IMC) (09:45 – 11:15)
- Coordinated message delivery across channels
- Offline and online communication synergy
- Module 7: Storytelling and Brand Messaging (11:30 – 01:00)
- Creating brand narratives
- Emotional and functional brand messaging
- Module 8: Workshop – Brand Communication Planning (02:00 – 03:30)

Day 3: Digital Branding & Brand Metrics

- Module 9: Branding in the Digital Age (07:30 – 09:30)
- Digital identity and customer experience
- Social media, influencers, and brand advocacy
- Module 10: Brand Monitoring and KPIs (09:45 – 11:15)
- Tools for brand tracking and reputation management
- Metrics: awareness, loyalty, sentiment, NPS
- Module 11: Final Case Study and Presentations (11:30 – 01:00)
- Applying tools to a real-world branding challenge
- Module 12: Wrap-Up and Feedback (02:00 – 03:30)

Certification

Participants will receive a Certificate of Completion in Strategic Brand Management, validating their ability to lead and manage branding initiatives aligned with market trends and business strategy.

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Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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