

BRANDING BASICS

“Learn the Essentials of Branding to Build a Strong, Memorable, and Impactful Brand.”

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

A strong brand is the foundation of business success, shaping customer perception, loyalty, and recognition. Understanding branding principles is essential for marketers, business owners, and professionals responsible for positioning and promoting products or services.

The Branding Basics course introduces participants to the fundamentals of branding, including brand identity, positioning, messaging, and visual representation. Participants will learn how to create a compelling brand presence that resonates with target audiences and differentiates from competitors.

Objectives

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

- Understand the concept and importance of branding in business.
- Identify the elements of brand identity, including name, logo, and visual style.
- Develop brand positioning and messaging strategies.
- Recognize the role of brand consistency across different channels.
- Understand how to differentiate a brand from competitors.
- Apply basic branding principles to products, services, or personal brands.
- Evaluate brand performance and perception among target audiences.
- Build a strong foundation for further learning in advanced branding and marketing.

Why Attend

This course is essential for anyone looking to understand the power of branding and how it affects business growth, customer engagement, and market positioning. Participants will gain practical knowledge to create, manage, and strengthen a brand from the ground up.

Target Audience

This course is suitable for:

- Marketing Professionals and Brand Managers
- Business Owners and Entrepreneurs
- Graphic Designers and Creative Professionals
- Social Media and Digital Marketing Executives
- Students and Professionals interested in branding and marketing
- Anyone looking to develop a strong personal or corporate brand

Individual Benefits

- Gain clarity on the fundamental principles of branding.
- Learn how to create a consistent and recognizable brand identity.
- Improve understanding of brand positioning and messaging strategies.
- Develop skills to evaluate brand perception and performance.
- Enhance personal or professional marketability through branding knowledge.
- Build confidence in applying branding concepts to real-world scenarios.

Organizational Benefits

- Establish a consistent and compelling brand identity for products or services.
- Strengthen market positioning and competitive advantage.
- Improve customer recognition, loyalty, and engagement.
- Support marketing and communication efforts with clear brand guidelines.
- Build internal understanding of branding principles for cross-functional teams.
- Drive sustainable business growth through strong brand presence.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on branding principles and strategies
- Real-world case studies of successful brands
- Workshops on brand identity creation and positioning exercises
- Group discussions and brainstorming sessions for creative branding ideas
- Hands-on exercises for visual identity, messaging, and brand guidelines
- Continuous feedback, coaching, and Q&A sessions for applied learning

Course Outline

- Module 1: Introduction to Branding and Its Importance
- Module 2: Understanding Brand Identity – Name, Logo, and Visual Style
- Module 3: Brand Positioning and Messaging Strategies
- Module 4: Brand Consistency Across Channels
- Module 5: Differentiating Your Brand from Competitors
- Module 6: Elements of a Strong Brand – Storytelling, Values, and Personality
- Module 7: Evaluating Brand Performance and Perception
- Module 8: Branding in Digital and Social Media
- Module 9: Personal Branding Basics
- Module 10: Capstone Exercise – Designing a Basic Brand for a Product or Service

Certification

Upon successful completion, participants will receive a Certificate in Branding Basics, validating their understanding of foundational branding principles and ability to apply them in professional contexts.

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?

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