MAWA EVENTS

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

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

BUILDING & MEASURING BRAND EQUITY

"Learn to Strengthen Your Brand's Value and Measure Its Impact on Business Success."

Schedule

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

Introduction

Brand equity is the value a brand adds to a product or service, influencing customer perception, loyalty, and overall business performance. Understanding how to build and measure brand equity is essential for marketers, brand managers, and business leaders seeking sustainable competitive advantage.

The Building & Measuring Brand Equity course equips participants with the knowledge and practical tools to enhance brand value, monitor brand performance, and make strategic branding decisions. Participants will learn methods to strengthen brand awareness, customer loyalty, and perceived quality.

Objectives

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

- Understand the concept and components of brand equity.
- Identify strategies to build strong brand awareness and recognition.
- Enhance perceived quality, brand associations, and customer loyalty.
- Develop approaches for measuring and evaluating brand equity.
- Use metrics and tools to assess brand performance and market impact.
- Align brand equity initiatives with business goals and strategy.
- Apply insights to improve marketing effectiveness and ROI.
- Make informed decisions to strengthen long-term brand value.

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Why Attend

This course is essential for brand managers, marketers, and business professionals who want to maximize the value of their brand. Participants will gain actionable skills to enhance brand equity, measure its impact, and implement strategies that contribute to long-term business growth.

Target Audience

This course is suitable for:

- Brand Managers and Marketing Professionals
- Product Managers and Business Development Executives
- Marketing Analysts and Strategists
- Entrepreneurs and Business Owners
- Customer Experience and Loyalty Managers
- Professionals responsible for brand growth and market positioning

Individual Benefits

- Gain in-depth understanding of brand equity concepts and strategies.
- Learn techniques to build awareness, loyalty, and positive brand perception.
- Acquire skills to measure and evaluate brand performance using industry-standard metrics.
- Enhance strategic thinking in brand management.
- Improve professional credibility and ability to influence brand-related decisions.
- Develop practical skills to implement brand equity initiatives effectively.

Organizational Benefits

- Strengthen brand value, awareness, and market positioning.
- Increase customer loyalty and perceived product/service quality.
- Optimize marketing strategies through measurable brand performance metrics.
- Improve ROI from branding and marketing investments.
- Foster alignment between brand strategy and organizational objectives.
- Support sustainable growth and competitive advantage through strong brand equity.

Instructional Methodology

The training employs a practical, hands-on approach through:

- Interactive lectures on brand equity principles and strategies
- Real-world case studies of brands with strong equity
- Workshops on building, measuring, and analyzing brand equity
- Group exercises for developing brand strategies and performance metrics
- Hands-on exercises using tools and frameworks for brand evaluation
- Continuous feedback, coaching, and Q&A sessions for applied learning

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Course Outline

Module 1: Introduction to Brand Equity and Its Importance

Module 2: Components of Brand Equity – Awareness, Associations, Perceived Quality, Loyalty

Module 3: Strategies to Build Brand Awareness and Recognition

Module 4: Strengthening Brand Associations and Perceived Value

Module 5: Customer Loyalty Programs and Brand Advocacy

Module 6: Tools and Metrics for Measuring Brand Equity

Module 7: Evaluating Brand Performance and Market Impact

Module 8: Aligning Brand Equity with Business Strategy

Module 9: Enhancing Marketing ROI Through Brand Equity Initiatives

Module 10: Capstone Project – Developing a Brand Equity Enhancement Plan

Certification

Upon successful completion, participants will receive a Certificate in Building & Measuring Brand Equity, validating their expertise in strengthening, evaluating, and leveraging brand value for business success.

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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