MAWA EVENTS

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

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

CERTIFIED BRAND MANAGER

"Master the Art and Science of Building, Managing, and Growing Strong Brands."

Schedule

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

Introduction

Brand management is critical for creating lasting impressions, driving customer loyalty, and sustaining competitive advantage. Effective brand managers understand the strategic, creative, and operational aspects of building and maintaining a strong brand identity.

The Certified Brand Manager course equips participants with practical skills and knowledge to develop, implement, and manage brand strategies across various channels. Participants will learn techniques for brand positioning, equity management, marketing communications, and performance measurement.

Objectives

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

- Understand the fundamentals and importance of brand management.
- Develop and implement brand strategies aligned with organizational goals.
- Create strong brand positioning and unique value propositions.
- Manage brand identity, image, and equity across channels.
- Design integrated marketing and communication campaigns for brand growth.
- Measure and evaluate brand performance using key metrics.
- Manage brand challenges, reputation, and market competition effectively.
- Foster customer loyalty and long-term brand advocacy.

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Why Attend

This course is ideal for marketing professionals, brand managers, and business leaders seeking to enhance brand performance, increase market share, and strengthen customer engagement. Participants will gain actionable strategies and practical tools to drive successful brand management initiatives.

Target Audience

This course is suitable for:

- Brand Managers and Executives
- Marketing and Product Managers
- Advertising and Communication Professionals
- Entrepreneurs and Business Owners
- Professionals responsible for brand strategy, marketing, or customer engagement

Individual Benefits

- Gain expertise in brand strategy, positioning, and equity management.
- Develop skills in integrated marketing communications and brand storytelling.
- Improve analytical and decision-making capabilities for brand performance.
- Enhance professional credibility and career advancement opportunities.
- Acquire practical tools for measuring and optimizing brand effectiveness.
- Build confidence in managing and leading brand initiatives successfully.

Organizational Benefits

- Strengthen brand identity, visibility, and market position.
- Improve customer engagement, loyalty, and retention.
- Ensure consistent brand messaging across all channels and touchpoints.
- Enhance marketing effectiveness and ROI through strategic brand initiatives.
- Build a skilled in-house brand management team capable of driving growth.
- Reduce risks associated with brand reputation and market competition.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on brand management principles, strategies, and best practices
- Case studies of successful global and local brands
- Workshops on brand positioning, messaging, and integrated marketing campaigns
- Role-playing exercises for brand problem-solving and market positioning
- Group exercises for developing brand strategies and equity management plans
- Continuous feedback, coaching, and Q&A sessions for applied learning

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Course Outline

Module 1: Introduction to Brand Management and Industry Overview

Module 2: Brand Strategy and Positioning

Module 3: Brand Identity, Image, and Equity Management

Module 4: Consumer Insights and Market Research for Branding

Module 5: Integrated Marketing Communications and Brand Storytelling

Module 6: Digital Branding and Social Media Strategies

Module 7: Brand Performance Metrics and ROI Analysis

Module 8: Brand Reputation Management and Crisis Handling

Module 9: Innovation and Brand Growth Strategies

Module 10: Capstone Exercise – Developing a Comprehensive Brand Management Plan

Certification

Upon successful completion, participants will receive a Certified Brand Manager certificate, validating their expertise in building, managing, and growing strong, competitive brands.

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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