



SM032: Certified Brand Manager

Training Description:

The **Certified Brand Manager (CBM)** is a comprehensive professional development training course designed to equip participants with the knowledge, frameworks and practical tools required to develop, manage, and strengthen successful brands in today's highly competitive marketplace. The training course focuses on strategic brand management principles, customer-centric branding, brand positioning, digital branding, brand equity and long-term brand sustainability.

Participants will learn how to create compelling brand strategies, build customer loyalty, measure brand performance and leverage emerging technologies and digital platforms to enhance brand value. Through interactive workshops, case studies, group discussions and practical exercises, participants will gain the competencies necessary to lead branding initiatives and make strategic marketing decisions.

The training follows internationally recognized branding principles and prepares participants with the practical skills expected of modern brand management professionals.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the principles and foundations of strategic brand management
- ✓ Develop an effective brand strategy aligned with organizational objectives
- ✓ Build a compelling brand identity and positioning strategy
- ✓ Analyze customer insights and market dynamics to strengthen brand competitiveness
- ✓ Create brand architecture for products and services
- ✓ Develop integrated marketing communication strategies
- ✓ Enhance customer experience to build long-term brand loyalty
- ✓ Measure and evaluate brand performance using key metrics
- ✓ Manage brand equity throughout the brand lifecycle
- ✓ Utilize digital platforms and emerging technologies for brand growth
- ✓ Develop crisis communication and brand reputation management plans
- ✓ Prepare a complete strategic brand management plan

Training Designed for:

This training course is intended for Brand Managers, Marketing Managers, Product Managers, Marketing Executives, Corporate Communication Professionals, Public Relations Managers, Sales Managers, Business Development Managers, Customer Experience Managers, Entrepreneurs, Business Owners, Digital Marketing Professionals, Advertising Professionals, Marketing Consultants and Professionals seeking Certified Brand Manager competencies.

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

FUNDAMENTALS OF BRAND MANAGEMENT & STRATEGIC BRANDING

❖ Module 1: Introduction to Brand Management

- Definition of brands and branding
- Evolution of branding
- Characteristics of successful global brands
- Strategic importance of branding
- Brand management versus marketing management
- Brand lifecycle

❖ Module 2: Understanding Brand Equity

- Components of brand equity
- Customer-Based Brand Equity (CBBE)
- Keller's Brand Equity Model
- Aaker's Brand Equity Model
- Measuring brand value
- Building sustainable competitive advantage

❖ Module 3: Brand Identity Development

- Vision, mission and values
- Brand personality
- Brand essence
- Brand promise
- Brand story
- Visual identity
- Brand guidelines

❖ Module 4: Brand Positioning

- Positioning frameworks
- Competitive positioning
- Differentiation strategies
- Value proposition development
- Positioning statements

❖ Exercises:

- Analyze famous international brands
- Develop a brand identity canvas
- Positioning exercise

DAY TWO:

MARKET RESEARCH, CONSUMER BEHAVIOUR & BRAND STRATEGY

❖ Module 5: Consumer Insights

- Understanding customer behavior
- Buying decision process
- Customer journey mapping
- Customer personas
- Voice of Customer (VOC)

- Customer expectations
- ❖ **Module 6: Market Analysis**
 - Industry analysis
 - Competitor analysis
 - SWOT analysis
 - PESTLE analysis
 - Market segmentation
 - Target market selection
- ❖ **Module 7: Brand Strategy Development**
 - Strategic planning process
 - Brand vision
 - Brand mission
 - Brand goals
 - Strategic brand objectives
 - Growth strategies
- ❖ **Module 8: Brand Architecture**
 - House of Brands
 - Branded House
 - Hybrid branding
 - Endorsed brands
 - Portfolio management
 - Brand extensions
- ❖ **Practical Workshop**
 - Develop customer personas
 - Build a strategic brand framework
 - Competitive brand mapping

DAY THREE:

BRAND COMMUNICATION, CUSTOMER EXPERIENCE & DIGITAL BRANDING

- ❖ **Module 9: Integrated Brand Communications**
 - Communication planning
 - Advertising strategies
 - Public relations
 - Corporate communication
 - Content marketing
 - Storytelling
 - Influencer marketing
- ❖ **Module 10: Digital Brand Management**
 - Digital branding strategy
 - Social media branding
 - Online reputation management
 - Search Engine Optimization (SEO)
 - Search Engine Marketing (SEM)
 - Personal branding
 - AI applications in branding
- ❖ **Module 11: Customer Experience Management**

- Customer experience strategy
- Customer touchpoints
- Omnichannel branding
- Customer engagement
- Loyalty programs
- Customer retention

❖ **Exercises:**

- Create a digital branding campaign
- Design customer journey improvements
- Brand storytelling exercise

DAY FOUR:

BRAND PERFORMANCE, INNOVATION & REPUTATION MANAGEMENT

❖ **Module 12: Brand Performance Measurement**

- Brand KPIs
- Brand awareness metrics
- Brand preference
- Brand loyalty
- Net Promoter Score (NPS)
- Customer Lifetime Value (CLV)
- Return on Marketing Investment (ROMI)

❖ **Module 13: Innovation in Brand Management**

- Innovation strategies
- Brand revitalization
- Product innovation
- Service innovation
- Innovation culture
- Design thinking

❖ **Module 14: Brand Reputation Management**

- Corporate reputation
- Crisis communication
- Risk management
- Social media crisis management
- Stakeholder communication
- Corporate Social Responsibility (CSR)

❖ **Exercises:**

- Brand crisis simulation
- KPI dashboard exercise
- Brand performance assessment

DAY FIVE:

STRATEGIC BRAND LEADERSHIP & CAPSTONE PROJECT

❖ **Module 15: Brand Leadership**

- Leadership competencies
- Strategic decision making
- Managing brand teams
- Cross-functional collaboration

- Budget planning
- Resource allocation
- ❖ **Module 16: Global Brand Management**
 - International branding
 - Cultural adaptation
 - Localization strategies
 - Global brand consistency
 - International market expansion
- ❖ **Module 17: Future Trends in Branding**
 - Artificial Intelligence
 - Data-driven branding
 - Predictive analytics
 - Sustainability branding
 - Employer branding
 - Personal branding
 - Brand communities
 - Future consumer behavior
- ❖ **Capstone Project**
- ❖ Participants will develop a complete strategic brand management plan that includes:
 - Brand audit
 - Market analysis
 - Customer segmentation
 - Brand positioning
 - Brand identity
 - Brand architecture
 - Communication strategy
 - Digital branding strategy
 - Customer experience plan
 - Brand KPIs
 - Budget considerations
 - Risk assessment
 - Brand performance measurement framework
 - Implementation roadmap
- ❖ **Final Exercises:**
 - Peer review
 - Action planning for workplace implementation
- ❖ Course Conclusion
- ❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical

Exercises, Gamification, Software & General Discussions

- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

USD\$ TBA - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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