

€ TRAINING

Strategic Brand Management



5 - 9 October 2025
Amman (Jordan)



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REF: R2343 DATE: 5 - 9 October 2025 Venue: Amman (Jordan) - Fee: 3550 Euro

Introduction:

Strategic brand management focuses on creating, maintaining, and enhancing the value of a brand to drive organizational success. A strong brand acts as a key differentiator, building trust, loyalty, and recognition among customers. This training program explores the frameworks and strategies necessary for building powerful brands, managing brand equity, and adapting to market dynamics. It equips participants with the knowledge and skills needed to develop, sustain, and grow brands in competitive environments.

Program Objectives:

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

- Explore the principles and concepts of strategic brand management.
- Evaluate the role of brand equity in shaping customer perception.
- Develop strategies for brand positioning and differentiation.
- Analyze tools for maintaining consistency and adaptability in branding.
- Utilize branding to create long-term value and competitive advantage.

Targeted Audience:

- Marketing and brand managers.
- Business development professionals.
- Entrepreneurs and business owners.
- Advertising and communication specialists.
- Professionals involved in corporate strategy and branding.

Program Outline:

Unit 1:

Foundations of Strategic Brand Management:

- The role of branding in business success.
- Key components of a strong brand identity.

- Differences between product branding and corporate branding.
- The concept and importance of brand equity.
- Challenges in managing brands in evolving markets.

Unit 2:

Brand Positioning and Differentiation:

- Strategies for positioning a brand in the market.
- Identifying and leveraging unique selling propositions USPs.
- Techniques of building emotional and rational connections with target audiences.
- Role of storytelling in brand differentiation.
- The impact of competition on brand strategy.

Unit 3:

Managing Brand Equity:

- Understanding the drivers of brand equity.
- Techniques for measuring and enhancing brand value.
- Addressing brand dilution and maintaining consistency.
- The role of customer experience in building brand equity.
- Tools for evaluating brand performance over time.

Unit 4:

Adapting to Market Dynamics:

- Strategies for responding to changing customer preferences.
- Managing brand identity during mergers, acquisitions, or rebranding.
- How to innovate while preserving brand heritage.
- The impact of digital transformation on branding.
- Handling brand crises and protecting reputation.

Unit 5:

Long-term Brand Growth and Sustainability:

- Strategies for creating loyal customer relationships.
- Aligning branding efforts with organizational goals.
- The role of social responsibility in enhancing brand reputation.
- Exploring global branding opportunities and challenges.
- Building a culture that supports brand sustainability.