

About the course:

A Brand Management course is essential for individuals looking to understand and excel in the field of brand development, strategy, and maintenance.

Objectives:

- Introduction to Brand Management
- Definition and Importance of Branding
- Understanding what a brand is
- Significance of branding in marketing
- Evolution of Branding
- Historical context and development
- The role of branding in the digital age
- Brand Identity and Positioning
- Brand Identity Components
- Logo, colours, typography, imagery
- Creating a cohesive brand identity
- Brand Positioning
- Defining target audience
- Unique Selling Proposition (USP)
- Competitor analysis
- Developing a Brand Strategy
- Brand Architecture
- Single brand vs. multiple brands
- Sub-brands and brand extensions
- Brand Personality
- Defining and communicating brand traits
- Aligning with the target audience