Training Course on Strategic Brand Management

Professional Development Training Course Outline

Category	General Training	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's digital-first landscape, Strategic Brand Management is crucial for businesses aiming to differentiate themselves in competitive markets. This course provides professionals, entrepreneurs, and marketers with a comprehensive approach to building, maintaining, and growing powerful brands. From brand positioning and brand equity to digital storytelling and consumer engagement, this course covers the key pillars needed to drive long-term brand success. The curriculum incorporates cutting-edge trends and real-world case studies to equip learners with actionable strategies for building strong, consistent brand identities across platforms.

Training Course on Strategic Brand Management is designed to unlock your full potential as a brand strategist by blending theory with practical applications. Participants will learn how to craft compelling brand narratives, foster emotional connections, measure brand performance, and leverage social media influence and AI tools for brand growth. Whether you are rebranding, launching a new product, or simply aiming to increase brand awareness, this course will empower you with the skills needed to create lasting brand loyalty and consumer trust.

Programme Curriculum

Training Course on Strategic Brand Management

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Course Objectives

1. Understand core principles of brand strategy and brand architecture
2. Analyze brand equity and measure brand valuation metrics
3. Develop a unique brand positioning statement
4. Craft emotionally engaging brand storytelling techniques
5. Learn how to manage multi-channel brand experiences
6. Master digital branding tools including AI and automation
7. Identify and target your ideal customer persona
8. Execute impactful rebranding campaigns and brand refresh strategies
9. Leverage social media branding and influencer partnerships
10. Understand the role of UX/UI in brand experience
11. Measure and track brand performance KPIs
12. Learn crisis management and protect brand reputation
13. Use competitive analysis to stay ahead in brand innovation

Target Audience

1. Marketing professionals
2. Entrepreneurs and startup founders
3. Brand managers and consultants
4. Business development executives
5. Creative directors and designers
6. Digital marketers and content creators
7. PR and communications specialists
8. Students pursuing marketing or branding careers

Course Duration: 10 days

Course Modules

Module 1: Introduction to Strategic Brand Management

- Definition and importance of branding
- Evolution of branding in the digital age
- Types of brands and branding models

- Brand purpose and core values
- Key elements of a strong brand

Module 2: Brand Positioning Strategies

- Identifying brand differentiators
- Value proposition development
- Market segmentation & targeting
- Creating a positioning map
- Case studies of iconic brand positions

Module 3: Building Brand Equity

- Components of brand equity
- Keller’s Brand Equity Model
- Brand loyalty and perception
- Building emotional connections
- Equity measurement techniques

Module 4: Developing Brand Identity

- Logo, typography, and color theory
- Voice, tone, and brand language
- Consistency across brand touchpoints
- Creating brand style guides
- Real-world identity design examples

Module 5: Brand Storytelling

- Elements of a brand story
- Story arcs that drive engagement
- Brand storytelling across media
- Emotional resonance and loyalty
- Brand persona development

Module 6: Digital Branding & AI

- AI tools for branding automation
- Personalization using machine learning
- Omnichannel brand experiences
- Data-driven decision-making
- Future trends in digital branding

Module 7: Brand Communication Strategies

- Integrated marketing communication
- Creating brand-aligned campaigns
- Cross-platform content strategies
- Influencer collaboration frameworks

- Messaging consistency

Module 8: Social Media Branding

- Building brand presence on key platforms
- Social media voice and visuals
- User-generated content
- Influencer marketing best practices
- Social listening tools

Module 9: Brand Audit & Analysis

- Brand health assessment tools
- SWOT analysis for brands
- Brand consistency review
- Audience perception tracking
- Competitive benchmarking

Module 10: Customer Experience & Loyalty

- Customer journey mapping
- Designing brand interactions
- Loyalty program strategy
- Feedback loops for improvement
- Enhancing emotional loyalty

Module 11: Brand Repositioning & Rebranding

- Reasons to reposition a brand
- Rebranding vs. brand refresh
- Managing stakeholder expectations
- Launching a rebranding campaign
- Metrics to evaluate success

Module 12: Brand Reputation & Crisis Management

- Identifying potential risks
- Crisis communication plans
- Brand recovery strategies
- Monitoring online reputation
- Public relations tactics

Module 13: Brand Performance Measurement

- Key performance indicators (KPIs)
- Brand tracking tools
- ROI analysis in branding
- Conversion and retention metrics
- Reporting dashboards

Module 14: Visual & Sensory Branding

- Importance of visual identity
- Packaging and product design
- Sensory branding (sound, smell, touch)
- Immersive brand experiences
- Case studies from leading brands

Module 15: Future of Brand Strategy

- Trends shaping brand innovation
- Branding in the metaverse
- Sustainability and purpose-driven brands
- Humanizing brands through AI
- Next-gen customer expectations

Training Methodology

- interactive video lectures
- expert-led workshops
- downloadable toolkits
- real-world case studies
- hands-on assignments.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
21 Sep 2026	02 Oct 2026	Online	$2,000
21 Sep 2026	02 Oct 2026	Physical	$3,000
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0
21 Sep 2026	02 Oct 2026	Physical	$0

Ready to enroll or request a customized program? Book online or contact us:

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