

MARKETING & COMMUNICATION | COURSE BROCHURE

Brand and Product Strategy

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

This course on Brand and Product Strategy equips professionals with the skills to develop and implement effective brand positioning and product strategies. Participants will learn to analyse market trends, identify consumer needs, and create actionable plans that enhance brand equity and drive product success.

Brand and product strategy directly influences market competitiveness and consumer perception. Professionals often face challenges in aligning product offerings with brand identity, leading to missed opportunities in customer engagement and market share. Understanding these dynamics is crucial for making informed strategic decisions that enhance brand loyalty and profitability. Participants will engage in practical exercises that simulate real-world scenarios, enabling them to develop actionable strategies that can be implemented in their organisations. This course addresses the need for professionals to enhance their strategic thinking and analytical skills in order to navigate complex market environments effectively. Participants will gain practical skills in market analysis, brand positioning, and product lifecycle management. They will engage in hands-on activities that require them to analyse consumer behaviour, develop brand messaging, and create product launch plans. By the end of the course, attendees will be able to craft comprehensive brand and product strategies that resonate with target audiences and drive business growth. The ability to integrate brand and product strategies is essential for achieving long-term success, and this course prepares participants to make impactful decisions that align with their organisational goals.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of case studies, group discussions, and practical workshops to facilitate learning. Participants will engage in scenario-based exercises that require them to analyse market data, develop brand positioning statements, and create product launch plans. Each session culminates in a tangible output, such as a brand strategy document or a product roadmap, which participants can apply in their professional contexts. This hands-on approach ensures that learners not only understand theoretical concepts but also gain the confidence to implement strategies effectively in their roles. Collaborative activities foster peer learning and allow for diverse perspectives on brand and product challenges.



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Course objectives

By the end of this course, participants will be able to:
• Analyse market trends to inform brand positioning strategies and decisions.
• Design a brand positioning statement that aligns with organisational goals and consumer needs.
• Evaluate consumer behaviour to identify product development opportunities and gaps.
• Construct a product lifecycle management plan to optimise product offerings and extend market relevance.
• Prioritise brand equity metrics for strategic decision-making and performance assessment.
• Justify product features based on consumer insights and competitive analysis to enhance market fit.

Target audience

This course is suitable for:
• Brand Managers responsible for brand strategy development and execution.
• Product Managers tasked with product lifecycle management and innovation.
• Marketing Professionals focusing on consumer engagement strategies and brand communication.
• Business Development Executives involved in market expansion initiatives and strategic partnerships.

Target competencies

Participants will develop competencies in:
• Conducting market analysis to inform strategic decisions and brand positioning.
• Developing brand positioning frameworks that resonate with target audiences and enhance engagement.
• Implementing product strategies that align with brand identity and market demands.
• Utilising consumer insights for effective product development and feature prioritisation.
• Creating comprehensive product launch plans that drive market success and brand awareness.
• Evaluating brand performance metrics to guide future strategies and adjustments.

Course outline

Day 1: Understanding Brand Fundamentals

Applied activity: Participants will analyse a well-known brand's identity and equity, identifying strengths and weaknesses in its current strategy. They will then develop a revised brand positioning statement that addresses these weaknesses, considering market trends and consumer insights.
Output: A revised brand positioning statement document that outlines strategic recommendations.

09:00–09:54	Defining brand identity and its importance in strategy development.
09:54–10:48	Exploring brand equity and its impact on consumer perception and loyalty.



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10:48–11:00	Identifying key components of a successful brand strategy and positioning.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key components of a successful brand strategy and positioning. (continued)
12:12–13:06	Examining case studies of effective brand positioning in various industries.
13:06–14:00	Discussing the role of storytelling in brand development and consumer connection.

Day 2: Market Analysis for Strategic Insights

Applied activity: Participants will conduct a SWOT analysis on their own brand or product, identifying key opportunities and threats in the market. They will present their findings to the group for feedback and collaborative discussion on strategic implications.
Output: A comprehensive SWOT analysis report that includes strategic recommendations.

09:00–09:54	Conducting market research to identify trends and opportunities for brand growth.
09:54–10:48	Utilising SWOT analysis for brand and product evaluation and strategic planning.
10:48–11:00	Segmenting target markets for tailored strategies and effective messaging.
11:00–11:30	**Coffee break**
11:30–12:12	Segmenting target markets for tailored strategies and effective messaging. (continued)
12:12–13:06	Assessing competitive landscape and benchmarking against industry leaders.
13:06–14:00	Interpreting consumer behaviour data for strategic insights and product development.

Day 3: Crafting Effective Brand Strategies

Applied activity: Working in groups, participants will create a brand strategy presentation for a fictional product, incorporating their market analysis findings and positioning statements. They will outline key messaging and engagement strategies.
Output: A brand strategy presentation deck that includes strategic insights and recommendations.

09:00–09:54	Developing brand positioning frameworks that align with business objectives.
09:54–10:48	Aligning brand strategy with organisational goals and consumer expectations.
10:48–11:00	Creating brand messaging that resonates with consumers across channels.
11:00–11:30	**Coffee break**
11:30–12:12	Creating brand messaging that resonates with consumers across channels. (continued)



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12:12–13:06	Utilising digital channels for brand engagement and consumer interaction.
13:06–14:00	Measuring brand performance and adjusting strategies based on data insights.

Day 4: Product Strategy Development

Applied activity: Participants will develop a product launch plan for a new product, detailing target market, positioning, and promotional strategies based on their earlier analyses. They will outline metrics for success and potential challenges.
Output: A detailed product launch plan that includes strategic recommendations and performance metrics.

09:00–09:54	Understanding the product lifecycle and its stages for effective management.
09:54–10:48	Integrating consumer insights into product development and feature prioritisation.
10:48–11:00	Prioritising features based on market needs and competitive analysis.
11:00–11:30	Coffee break
11:30–12:12	Prioritising features based on market needs and competitive analysis. (continued)
12:12–13:06	Creating go-to-market strategies for new products and services.
13:06–14:00	Evaluating product performance and making adjustments based on market feedback.

Day 5: Integrated Brand and Product Strategy Application

Applied activity: Participants will integrate their brand and product strategies into a cohesive strategic plan, presenting it to a mock stakeholder panel for evaluation and feedback. They will address potential concerns and adjustments based on stakeholder input.
Output: A comprehensive brand and product strategy document that outlines strategic initiatives and expected outcomes.

09:00–09:54	Aligning brand and product strategies for coherence and market impact.
09:54–10:48	Utilising cross-functional teams for strategy execution and collaboration.
10:48–11:00	Identifying metrics for success in brand and product strategies to guide decision-making.
11:00–11:30	Coffee break
11:30–12:12	Identifying metrics for success in brand and product strategies to guide decision-making. (continued)
12:12–13:06	Creating a roadmap for ongoing brand and product management and evaluation.
13:06–14:00	Presenting strategies to stakeholders for buy-in and resource allocation.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,820.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.–**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Dubai Confirmed dates	14 Dec 2026	18 Dec 2026	**€3,150.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,650.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,890.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,450.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Paris Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,860.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Istanbul Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,650.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,540.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Singapore Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,820.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Rome Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
London Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.-**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	3 May 2027	7 May 2027	**€2,650.-**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	17 May 2027	21 May 2027	**€1,450.-**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.-**
Cape Town Confirmed dates	24 May 2027	28 May 2027	**€1,890.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Paris Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,860.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,540.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Singapore Confirmed dates	19 Jul 2027	23 Jul 2027	**€2,820.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Barcelona Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,840.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
London Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,650.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,450.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,450.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Paris Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,860.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,650.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,540.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Singapore Confirmed dates	15 Nov 2027	19 Nov 2027	**€2,820.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Vienna Confirmed dates	29 Nov 2027	3 Dec 2027	**€2,940.-**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
London Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Dubai Confirmed dates	13 Dec 2027	17 Dec 2027	**€3,150.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online