

MARKETING & COMMUNICATION | COURSE BROCHURE

Certified Brand Manager

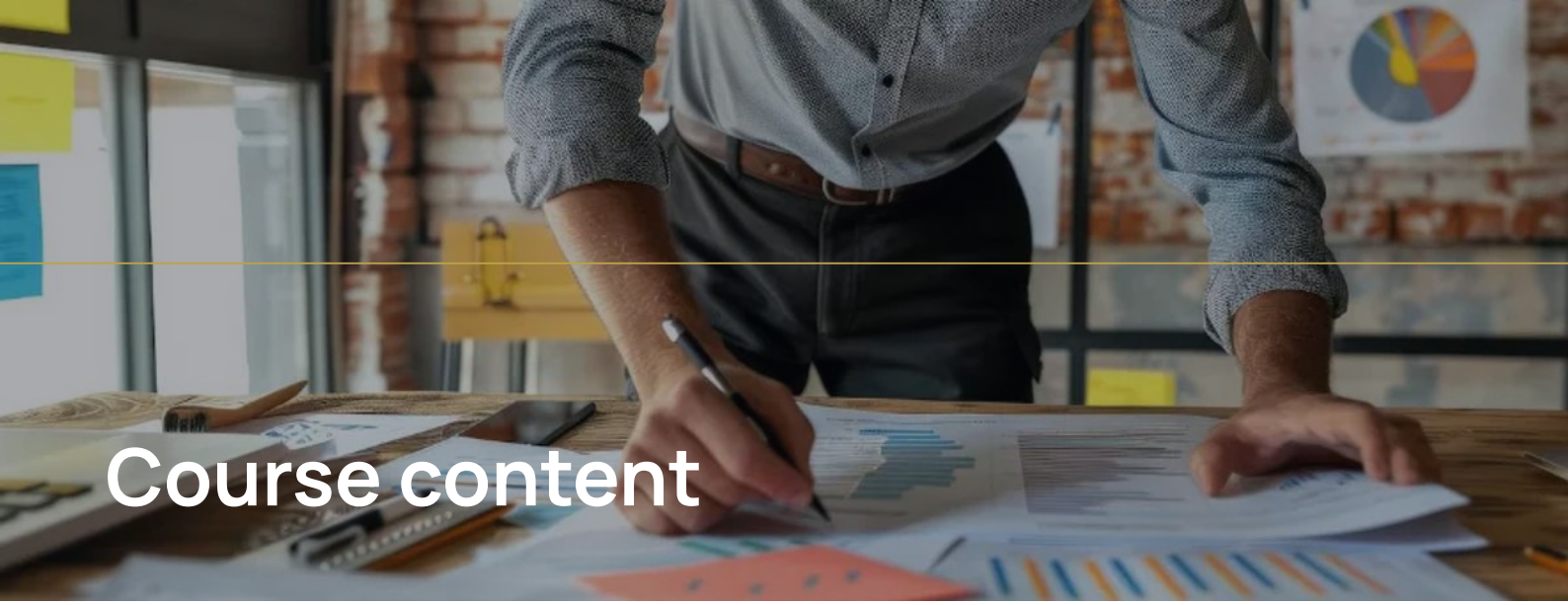
5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

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Course content

Why attend

This Certified Brand Manager course equips professionals with the skills to develop, manage, and evaluate brand strategies effectively. Participants will learn to analyse market trends, create brand positioning, and implement brand communication strategies, enhancing their ability to drive brand success in competitive environments.

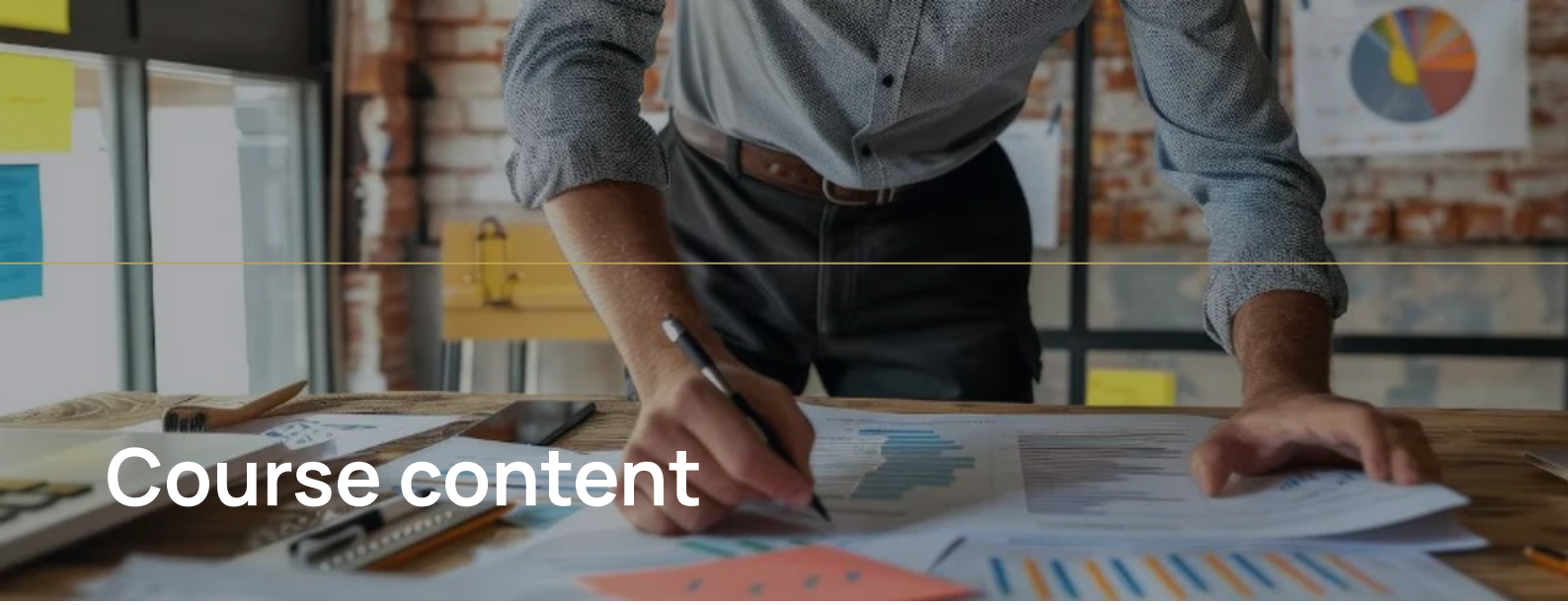
Brand managers face the challenge of maintaining brand relevance in rapidly changing markets. Understanding consumer behaviour and market dynamics is crucial for making informed decisions that enhance brand equity. This course addresses these challenges by providing practical tools and frameworks for effective brand management, enabling participants to develop strategic insights and actionable plans that resonate with target audiences and drive brand loyalty. Participants will engage in real-world scenarios that require them to analyse brand performance, assess competitive landscapes, and adapt strategies to meet evolving consumer expectations, ensuring their brands remain competitive and relevant. Participants will engage in hands-on exercises that simulate real-world brand management scenarios. They will learn to analyse brand performance metrics, develop strategic brand plans, and create compelling brand narratives. By practising these skills, participants will be better equipped to make strategic decisions that positively impact their brands' market presence and adapt to evolving consumer expectations, ensuring long-term brand sustainability. The course also emphasises the importance of collaboration across departments, enabling participants to work effectively with marketing, sales, and product development teams to create cohesive brand strategies that drive business success.

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 interactive workshops, case studies, and group discussions to foster practical learning. Participants will engage in brand audits, develop brand strategies, and present their findings in collaborative settings. Specific exercises include analysing case studies of successful brands, conducting market research simulations, and creating brand communication plans. Outputs will include a comprehensive brand strategy document and a brand communication plan, demonstrating their ability to apply learned concepts effectively and prepare for real-world challenges in brand management. The focus on practical application ensures that participants leave with tangible skills and tools they can implement immediately in their roles.



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Course objectives

By the end of this course, participants will be able to:
• Analyse brand performance metrics to identify areas for improvement in brand strategy.
• Design a comprehensive brand strategy that aligns with market trends and consumer insights.
• Evaluate consumer insights to inform brand positioning decisions and enhance brand relevance.
• Construct a brand communication plan targeting specific demographics and channels for effective outreach.
• Justify brand investment decisions based on thorough market analysis and performance data.
• Prioritise brand initiatives that enhance customer engagement and loyalty through strategic planning.

Target audience

This course is suitable for:
• Brand Managers seeking to enhance their strategic capabilities.
• Marketing Professionals aiming to specialise in brand management.
• Product Managers responsible for brand development and positioning.
• Business Development Executives involved in brand strategy execution.

Target competencies

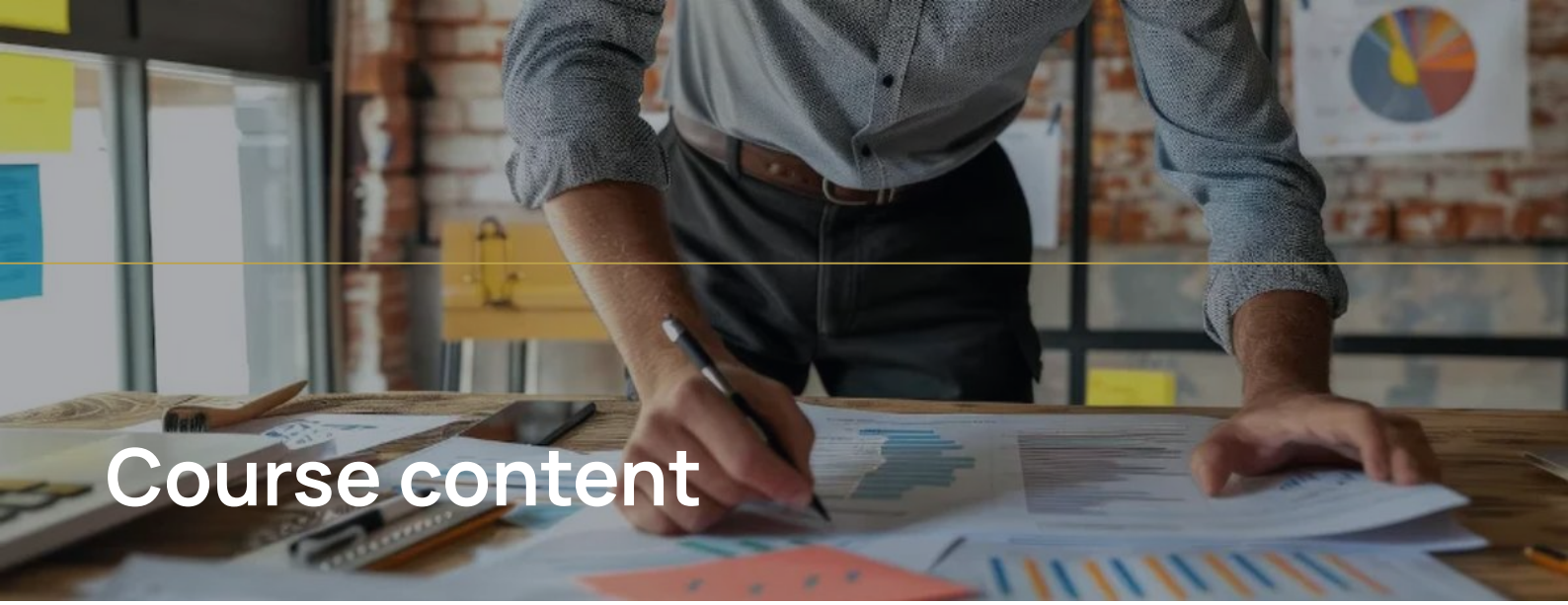
Participants will develop competencies in:
• Conducting thorough market and consumer analysis to inform brand decisions.
• Developing strategic brand positioning frameworks that resonate with target audiences.
• Creating effective brand communication strategies across multiple channels.
• Implementing brand performance measurement techniques to track success.
• Facilitating cross-functional collaboration for cohesive brand initiatives.
• Managing brand equity and reputation effectively in competitive landscapes.

Course outline

Day 1: Understanding Brand Fundamentals

Applied activity: Conduct a brand audit for a fictional company, analysing its current brand positioning, market presence, and competitive landscape. Use SWOT analysis to identify strengths, weaknesses, opportunities, and threats that the brand faces in its industry, and develop recommendations for improvement.
Output: A detailed brand audit report highlighting key findings, insights, and actionable recommendations.

09:00–09:54	Define key brand concepts and terminology relevant to brand management.
09:54–10:48	Explore the role of brand management in overall business strategy and success.



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10:48–11:00	Identify different types of brands and their characteristics in various markets.
11:00–11:30	**Coffee break**
11:30–12:12	Identify different types of brands and their characteristics in various markets. (continued)
12:12–13:06	Examine the importance of brand equity and customer loyalty for sustained growth.
13:06–14:00	Discuss the impact of branding on consumer behaviour and purchasing decisions.

Day 2: Market Analysis and Consumer Insights

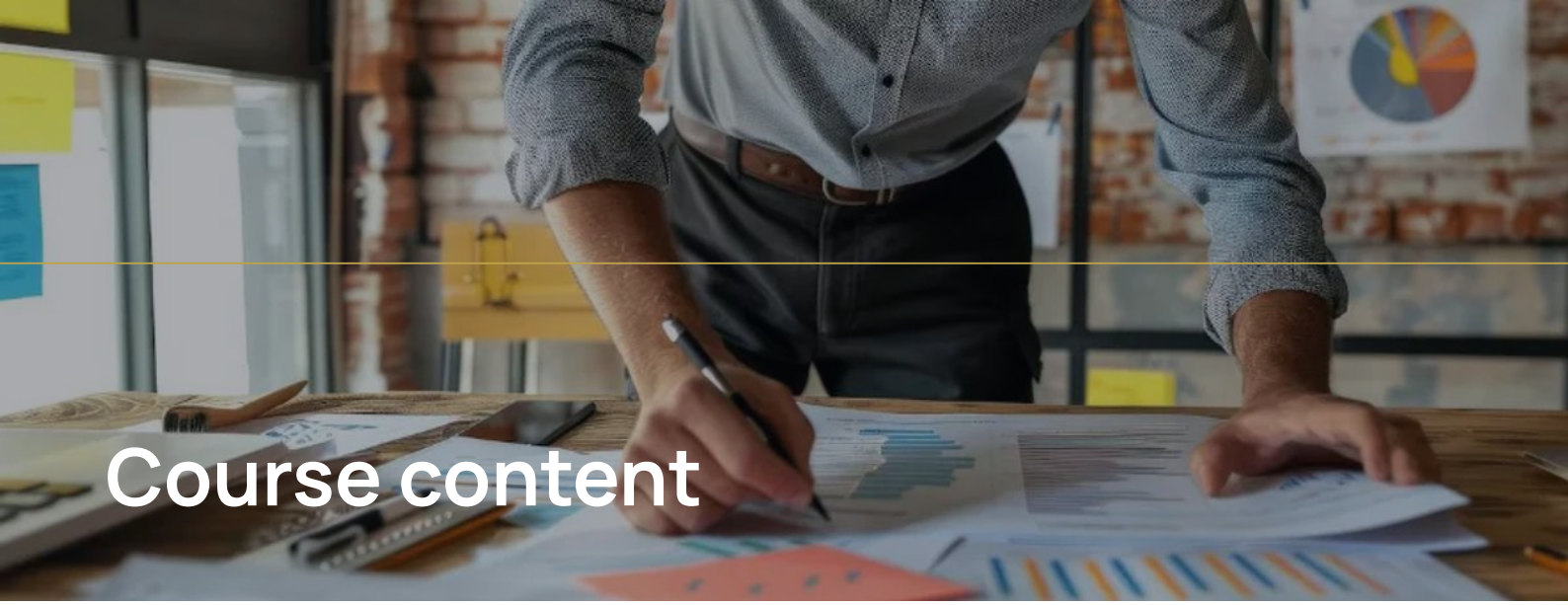
Applied activity: Develop a consumer persona based on market research data, identifying key demographics, behaviours, and preferences relevant to a chosen brand. This persona will guide the development of targeted marketing strategies, ensuring alignment with consumer needs and expectations.
Output: A comprehensive consumer persona document to inform brand strategy and marketing initiatives.

09:00–09:54	Utilise market research techniques to gather and interpret consumer insights effectively.
09:54–10:48	Analyse market trends and their implications for brand strategy and positioning.
10:48–11:00	Segment target audiences based on consumer behaviour and preferences for targeted marketing.
11:00–11:30	**Coffee break**
11:30–12:12	Segment target audiences based on consumer behaviour and preferences for targeted marketing. (continued)
12:12–13:06	Evaluate competitive brands and their positioning strategies to identify market gaps.
13:06–14:00	Discuss the role of digital analytics in understanding consumer preferences and behaviours.

Day 3: Crafting Brand Strategy

Applied activity: Create a brand strategy outline for a new product launch, including positioning, messaging, and target audience considerations. Participants will work in groups to develop a cohesive strategy that aligns with market insights and consumer expectations, preparing for real-world application.
Output: A strategic brand plan document ready for presentation to stakeholders.

09:00–09:54	Design a brand positioning statement that resonates with target audiences and differentiates the brand.
09:54–10:48	Explore brand architecture and its impact on product lines and overall brand strategy.
10:48–11:00	Develop unique selling propositions (USPs) for brand differentiation in competitive markets.



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11:00–11:30	**Coffee break**
11:30–12:12	Develop unique selling propositions (USPs) for brand differentiation in competitive markets. (continued)
12:12–13:06	Create a brand mission and vision statement that aligns with organisational goals.
13:06–14:00	Assess the role of storytelling in brand strategy to enhance emotional connections with consumers.

Day 4: Implementing Brand Communication

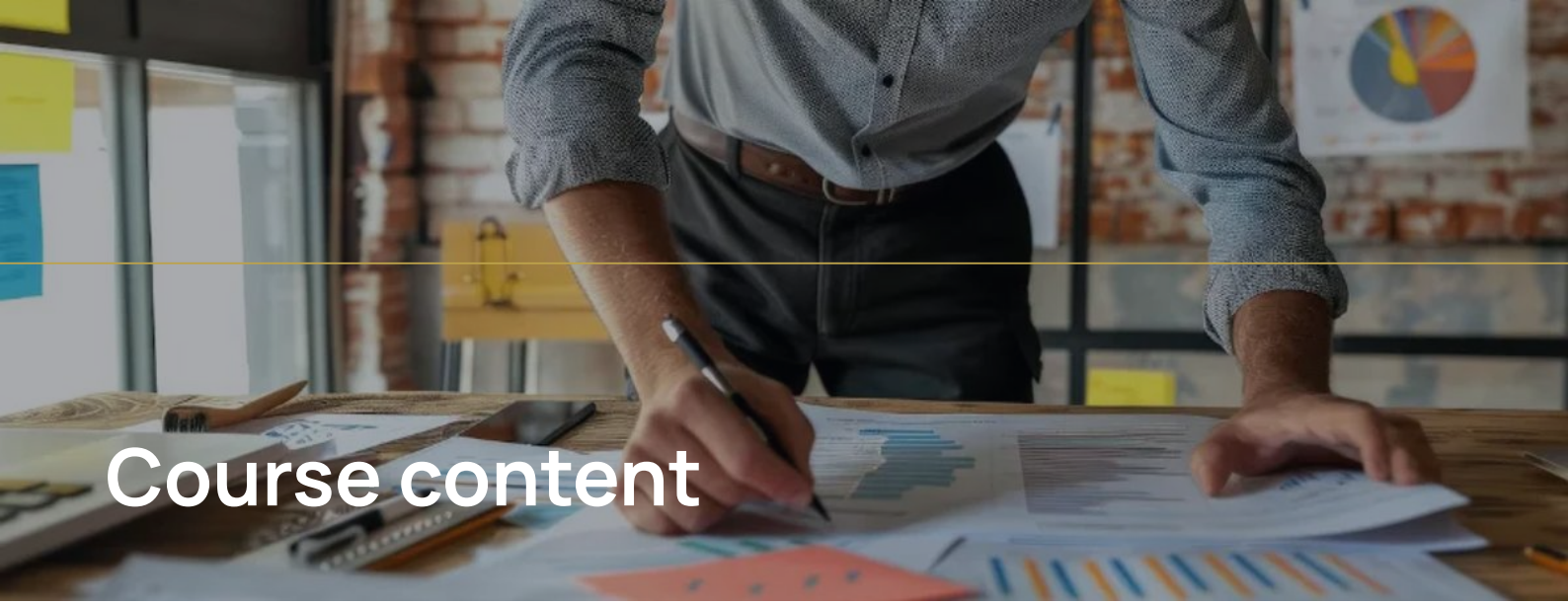
Applied activity: Design a multi-channel brand communication plan for a fictional product, detailing messaging, channels, and target audiences. Participants will present their plans and receive feedback from peers, allowing for iterative improvements and collaborative learning.
Output: A complete brand communication plan ready for execution and implementation.

09:00–09:54	Identify key channels for brand communication and their effectiveness in reaching target audiences.
09:54–10:48	Develop integrated marketing communication strategies that ensure consistent messaging across platforms.
10:48–11:00	Explore the use of social media in brand engagement and consumer interaction.
11:00–11:30	**Coffee break**
11:30–12:12	Explore the use of social media in brand engagement and consumer interaction. (continued)
12:12–13:06	Assess the effectiveness of brand messaging through feedback and performance metrics.
13:06–14:00	Create guidelines for brand voice and tone that reflect the brand's identity.

Day 5: Evaluating Brand Performance

Applied activity: Conduct a brand performance evaluation using hypothetical data, assessing the effectiveness of the brand strategy and communication plan. Participants will identify areas for improvement and strategic recommendations based on their analysis, simulating real-world decision-making processes.
Output: A brand performance evaluation report with actionable insights and recommendations for future strategies.

09:00–09:54	Establish key performance indicators (KPIs) for brand success and measurement.
09:54–10:48	Utilise brand tracking studies to measure brand health and consumer perception over time.
10:48–11:00	Analyse consumer feedback and brand perception to inform strategic adjustments.
11:00–11:30	**Coffee break**



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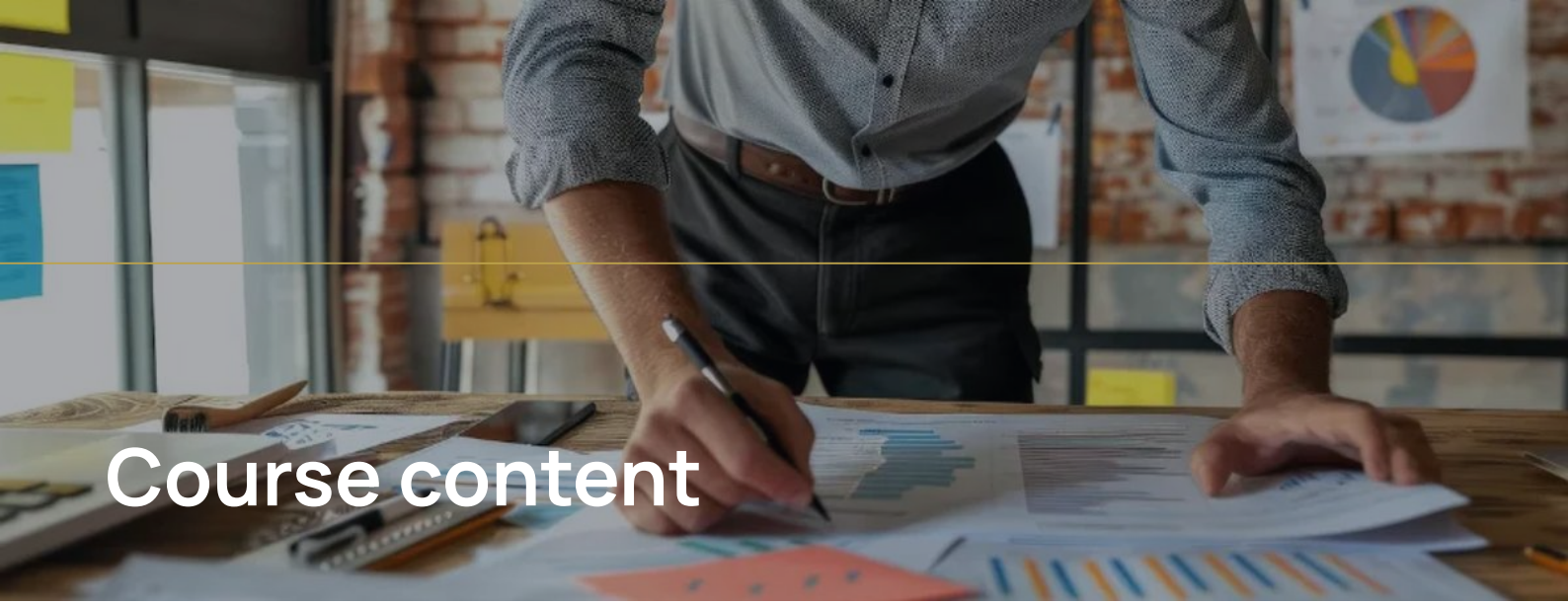
11:30–12:12	Analyse consumer feedback and brand perception to inform strategic adjustments. (continued)
12:12–13:06	Discuss the impact of brand crises and reputation management on brand equity.
13:06–14:00	Explore case studies of successful brand repositioning and lessons learned.

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

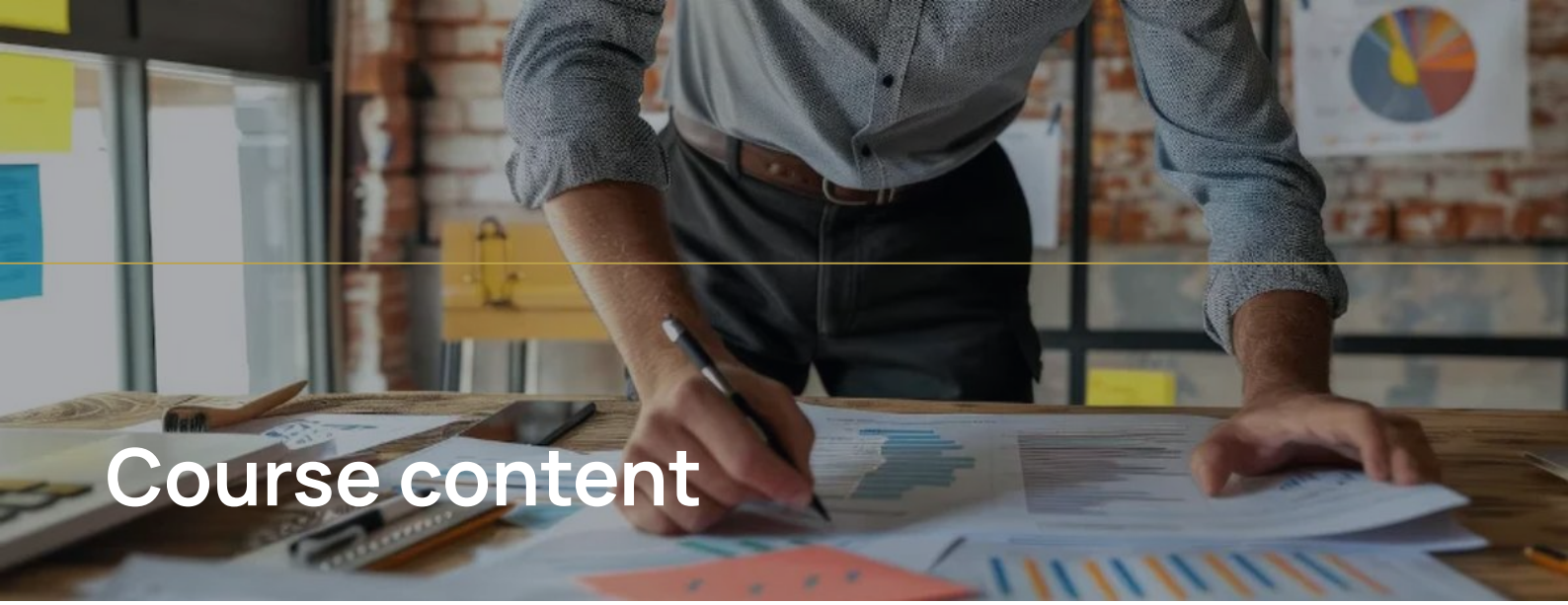
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Cape Town Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,890.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.-**



Course content

Dates, venues and fees (continued)

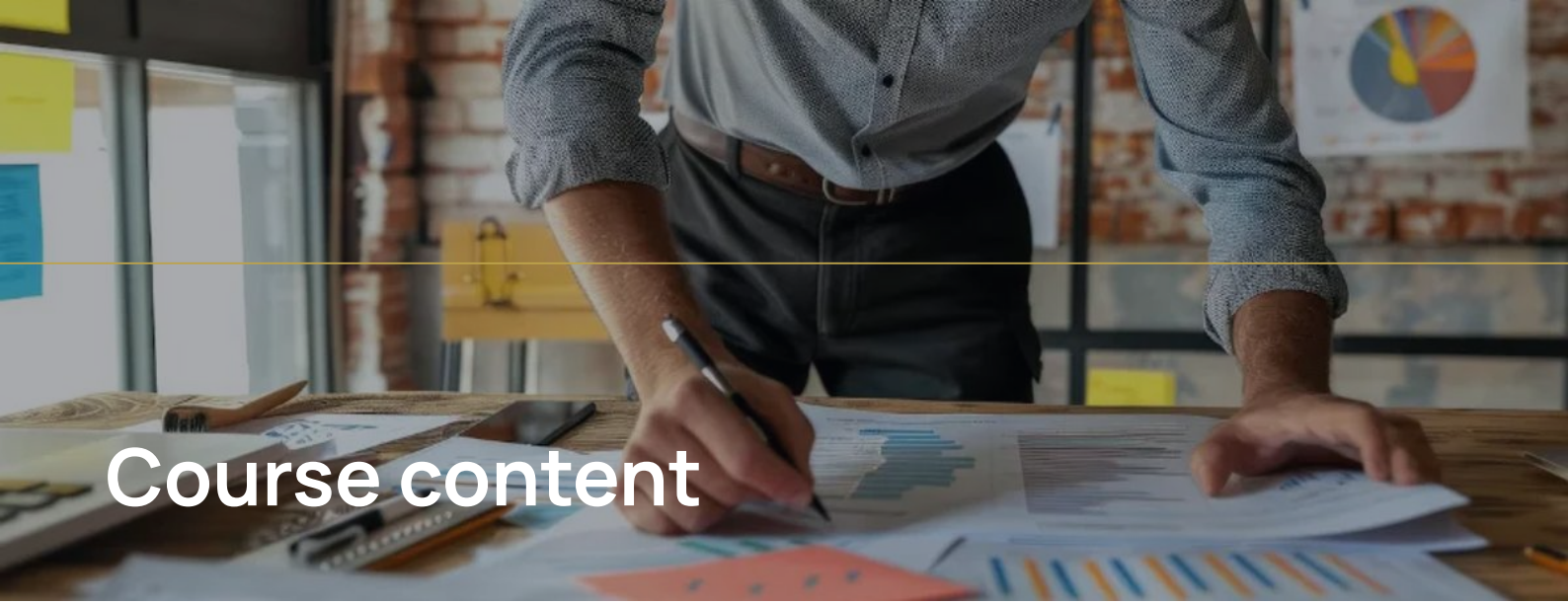
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.-**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.-**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,820.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

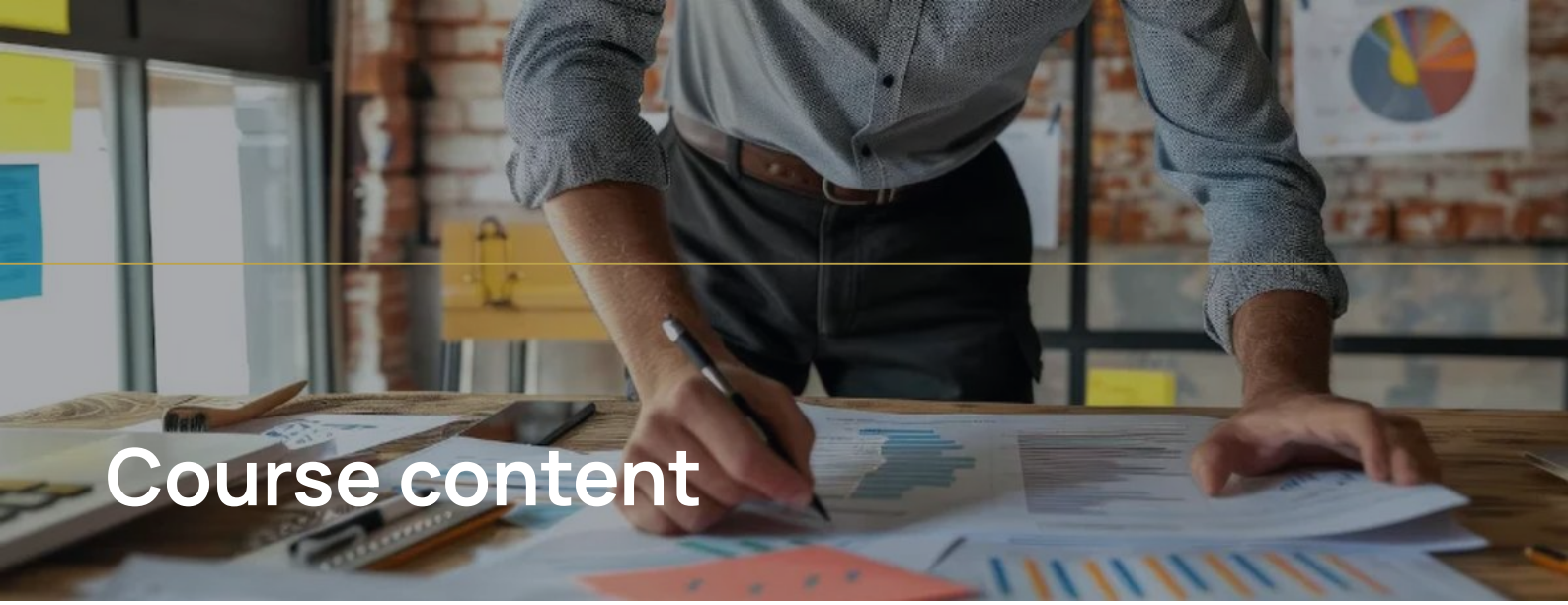
Venue	Start date	End date	Fee (EUR)
Rome Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,450.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.-**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Barcelona Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,840.-**



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Dates, venues and fees (continued)

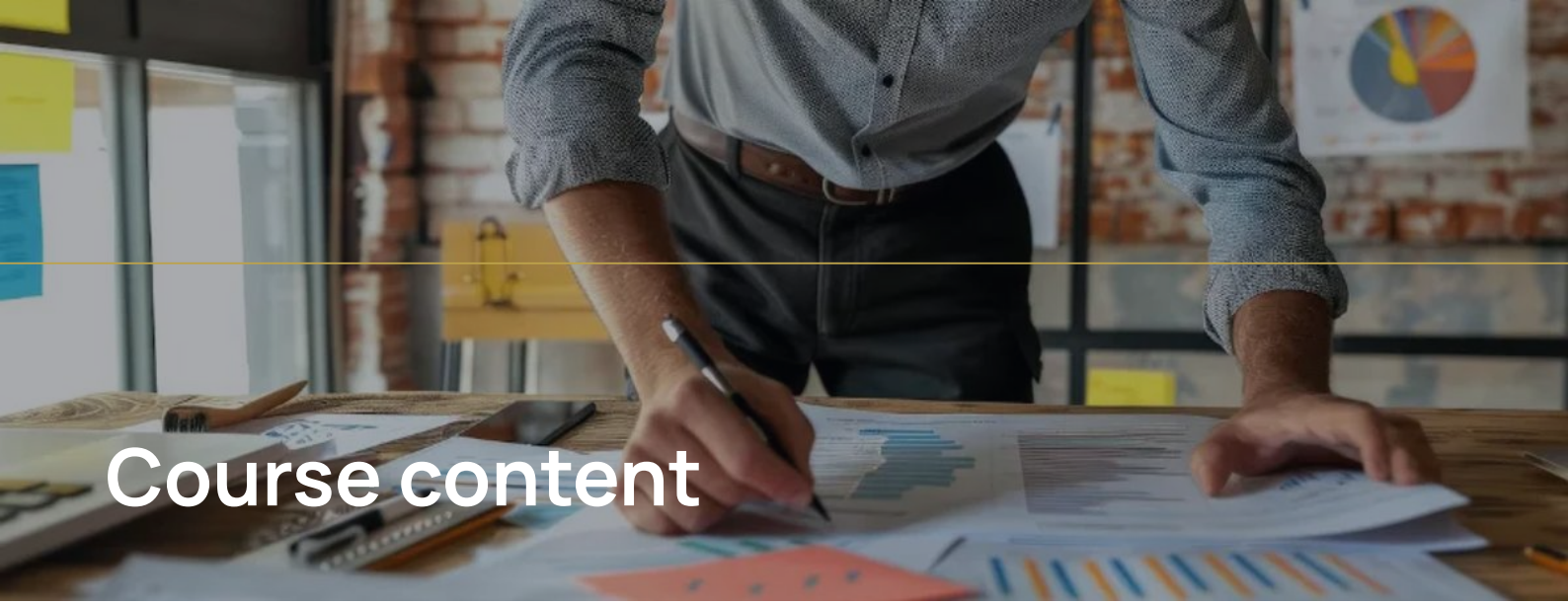
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**



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Dates, venues and fees (continued)

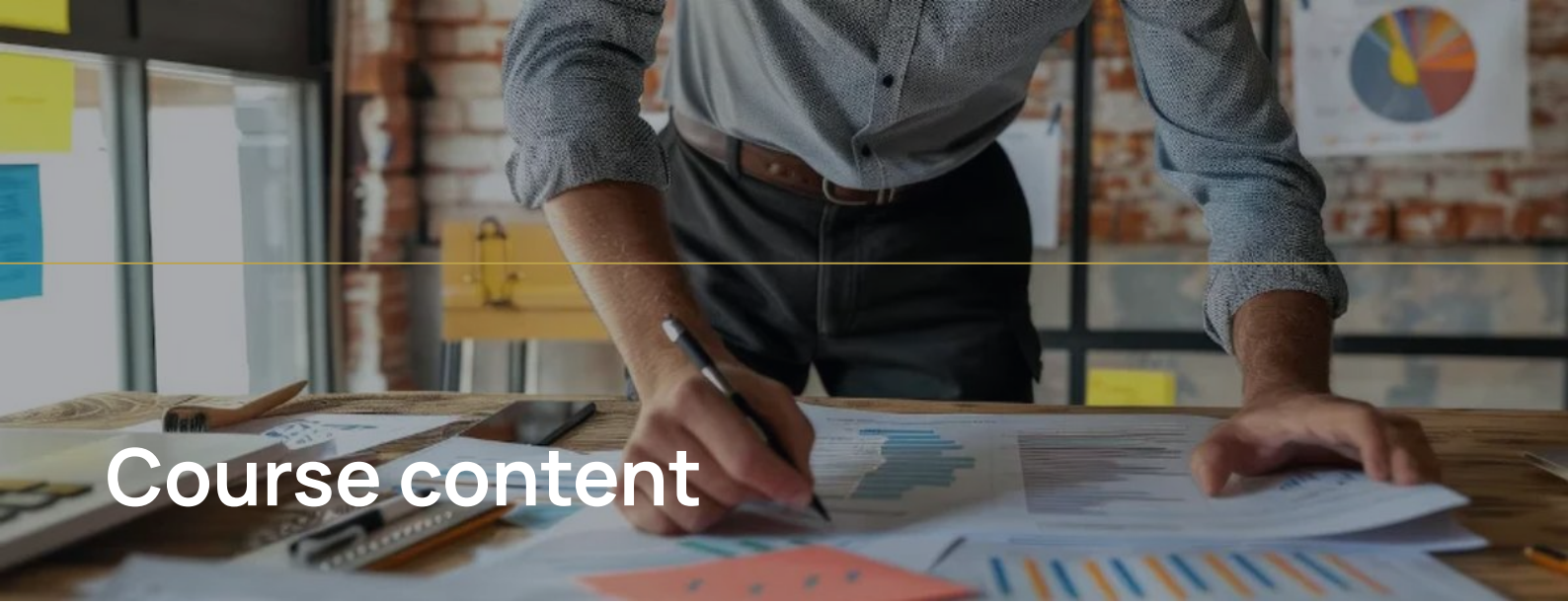
Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,890.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,820.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.-**



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Dates, venues and fees (continued)

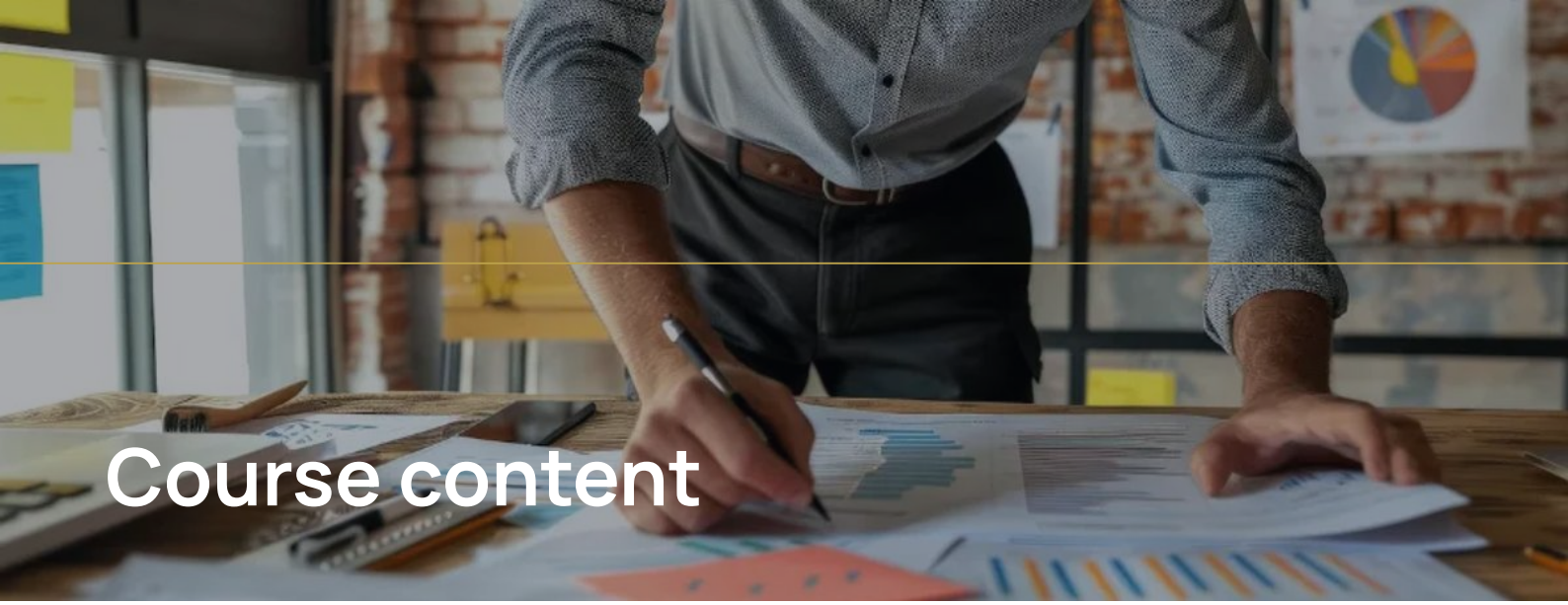
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Vienna Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,940.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**



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Dates, venues and fees (continued)

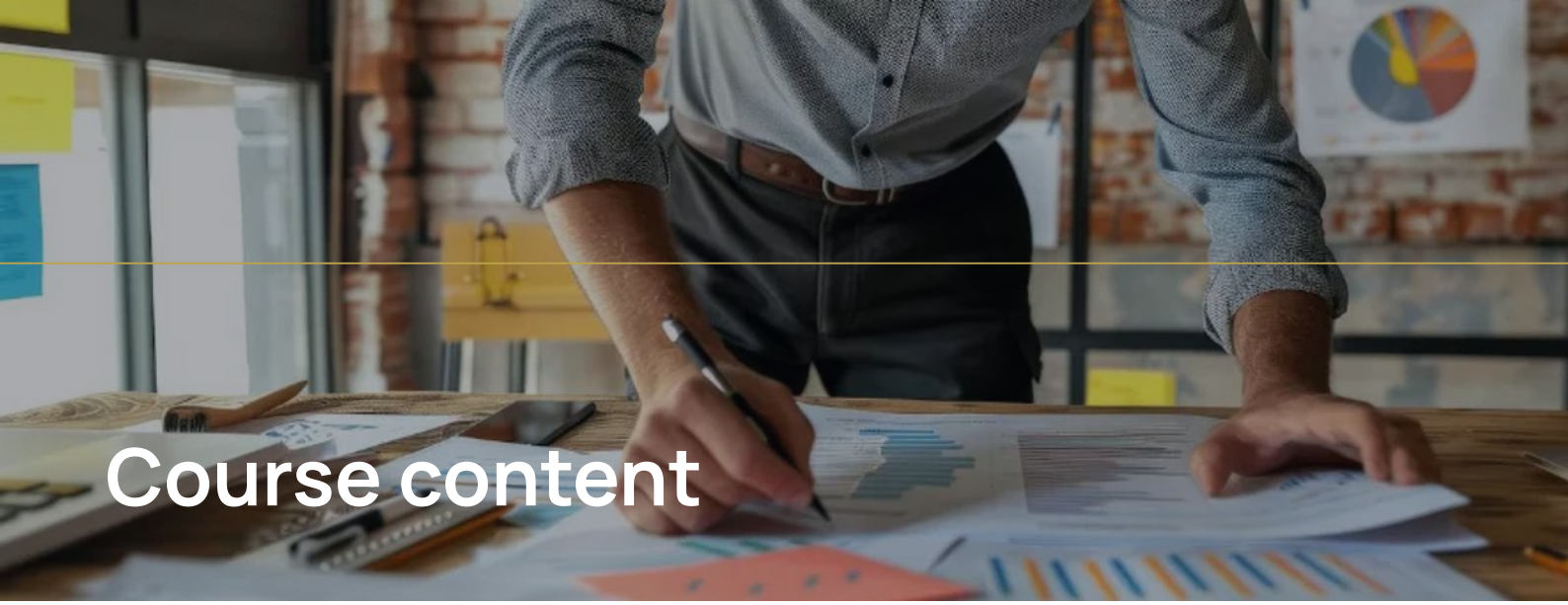
Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,450.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

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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