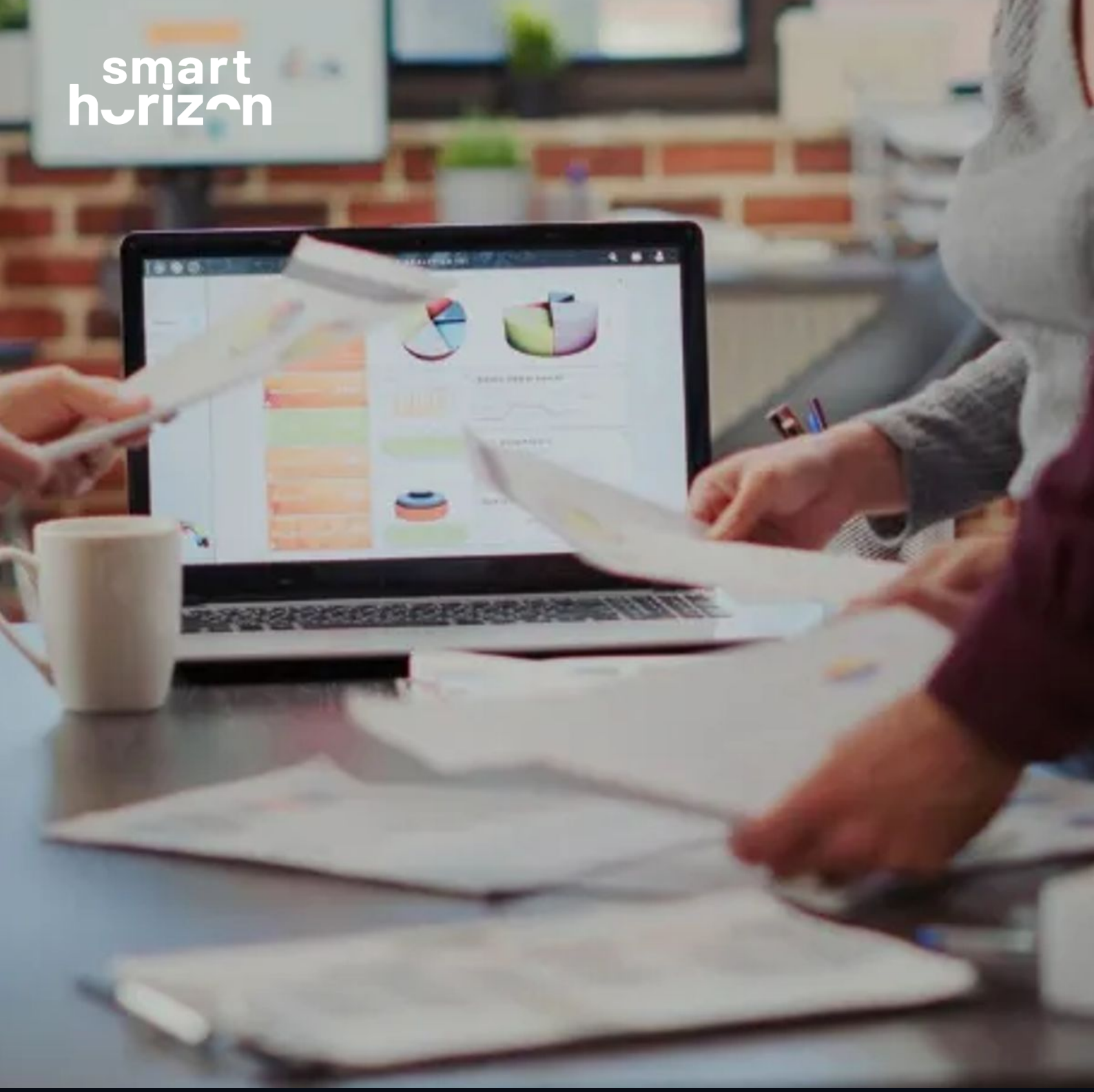


MARKETING & COMMUNICATION | COURSE BROCHURE

Modern Strategic Brand Management

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

This course explores modern strategic brand management, focusing on brand equity, positioning, and consumer engagement. Participants will develop practical skills to create and manage strong brands that resonate with target audiences, ensuring competitive advantage in dynamic markets.

Brand management is critical for professionals aiming to enhance brand value and market presence. This course addresses the complexities of assessing brand performance in a rapidly changing environment. Participants will learn to analyse brand equity, develop effective positioning strategies, and create integrated marketing communications that resonate with consumers. By understanding the nuances of consumer behaviour and market dynamics, attendees can make informed decisions that strengthen brand loyalty and drive business growth. Practical exercises will simulate real-world challenges, enabling participants to apply theoretical concepts to tangible scenarios, ensuring they are equipped to navigate the complexities of modern branding.
The ability to craft a compelling brand narrative is essential for engaging consumers and differentiating from competitors. Participants will practise developing brand audits, positioning statements, and strategic marketing plans that align with organisational goals. By collaborating on case studies and group projects, attendees will refine their skills in critical thinking and strategic planning. This course empowers professionals to leverage brand management frameworks and tools effectively, enhancing their capacity to respond to market changes and consumer trends. Ultimately, participants will leave with actionable insights and a robust toolkit for driving brand success in their organisations.

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 hands-on workshops to foster an interactive learning environment. Participants will engage in real-life brand challenges, utilising frameworks such as the Brand Equity Model and the Brand Positioning Map. Through practical exercises, attendees will conduct brand audits, develop positioning strategies, and create integrated marketing communications plans. Outputs will include detailed reports and strategic documents that reflect participants' understanding and application of learned concepts. This approach ensures that participants not only grasp theoretical knowledge but also gain practical experience that can be directly applied in their professional roles, enhancing their brand management capabilities.



Course content

Course objectives

By the end of this course, participants will be able to:
• Analyse brand equity using the Brand Equity Model to assess current brand performance.
• Develop a brand positioning strategy that aligns with target market needs and competitive landscape.
• Evaluate consumer behaviour insights to inform brand strategy and marketing communications.
• Construct integrated marketing communications plans that enhance brand visibility and engagement.
• Justify brand management decisions based on market research and competitive analysis.
• Create a comprehensive brand audit report that identifies strengths, weaknesses, opportunities, and threats.

Target audience

This course is suitable for:
• Brand Managers seeking to enhance their strategic skills in brand development.
• Marketing Professionals responsible for brand positioning and consumer engagement.
• Business Owners aiming to build and maintain a strong brand identity.
• Product Managers involved in launching and managing brand portfolios.

Target competencies

Participants will develop competencies in:
• Assessing brand equity and performance metrics effectively.
• Developing strategic brand positioning aligned with consumer insights.
• Creating integrated marketing communications that resonate with target audiences.
• Conducting thorough brand audits to identify strategic opportunities.
• Utilising consumer behaviour data to inform brand decisions.
• Implementing brand management strategies that drive business growth.

Course outline

Day 1: Understanding Brand Equity

Applied activity: Conduct a brand equity assessment for a fictional company, analysing its strengths and weaknesses based on the Brand Equity Model. Participants will gather data on brand awareness, loyalty, and perceived quality to create a comprehensive evaluation, considering market trends and competitive positioning.
Output: A detailed brand equity assessment report highlighting key findings and strategic recommendations.

09:00–09:54	Defining brand equity and its components: awareness, loyalty, perceived quality.
09:54–10:48	Exploring the Brand Equity Model and its application in brand assessment.



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10:48–11:00	Identifying key performance indicators for measuring brand equity.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key performance indicators for measuring brand equity. (continued)
12:12–13:06	Examining case studies of successful brand equity management.
13:06–14:00	Discussing the impact of brand equity on overall business performance.

Day 2: Strategic Brand Positioning

Applied activity: Create a brand positioning statement and map for a fictional product, considering market competition and consumer insights. Participants will analyse competitor brands and consumer preferences to formulate a unique positioning strategy that differentiates the brand in the marketplace.
Output: A brand positioning statement and visual Brand Positioning Map that outlines strategic insights.

09:00–09:54	Understanding the importance of brand positioning in competitive markets.
09:54–10:48	Developing a brand positioning statement that reflects market needs.
10:48–11:00	Utilising the Brand Positioning Map to visualise brand placement in the market.
11:00–11:30	**Coffee break**
11:30–12:12	Utilising the Brand Positioning Map to visualise brand placement in the market. (continued)
12:12–13:06	Identifying target audience segments and their preferences effectively.
13:06–14:00	Examining case studies of effective brand positioning strategies.

Day 3: Consumer Behaviour Insights

Applied activity: Conduct a consumer insights analysis for a fictional brand, using survey data and focus group feedback to inform strategy. Participants will synthesise findings to identify key consumer motivations and preferences, ultimately guiding brand messaging and positioning.
Output: A consumer insights report summarising key findings, implications, and strategic recommendations for brand development.

09:00–09:54	Exploring consumer decision-making processes and the influences affecting them.
09:54–10:48	Identifying methods for gathering consumer insights and feedback effectively.
10:48–11:00	Utilising qualitative and quantitative research techniques for brand strategy.
11:00–11:30	**Coffee break**



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11:30–12:12	Utilising qualitative and quantitative research techniques for brand strategy. (continued)
12:12–13:06	Analysing consumer behaviour trends in relation to brand perception and loyalty.
13:06–14:00	Discussing the role of social media in shaping consumer behaviour.

Day 4: Comprehensive Brand Management Strategy

Applied activity: Develop a comprehensive brand management strategy for a fictional company, integrating all elements learned throughout the course. Participants will present their strategies, focusing on implementation, potential challenges, and metrics for success, ensuring alignment with organisational goals.
Output: A strategic brand management plan ready for stakeholder presentation, including implementation timelines and evaluation metrics.

09:00–09:54	Bringing together brand equity, positioning, and consumer insights into a cohesive strategy.
09:54–10:48	Identifying strategic opportunities for brand growth and innovation.
10:48–11:00	Developing metrics for evaluating brand management success and effectiveness.
11:00–11:30	**Coffee break**
11:30–12:12	Developing metrics for evaluating brand management success and effectiveness. (continued)
12:12–13:06	Creating contingency plans for brand crises and market changes.
13:06–14:00	Presenting a holistic brand management strategy to stakeholders effectively.

Day 5: Understanding Brand Equity

Applied activity: Conduct a brand equity assessment for a fictional company, analysing its strengths and weaknesses based on the Brand Equity Model. Participants will gather data on brand awareness, loyalty, and perceived quality to create a comprehensive evaluation, considering market trends and competitive positioning.
Output: A detailed brand equity assessment report highlighting key findings and strategic recommendations.

09:00–09:54	Defining brand equity and its components: awareness, loyalty, perceived quality.
09:54–10:48	Exploring the Brand Equity Model and its application in brand assessment.
10:48–11:00	Identifying key performance indicators for measuring brand equity.
11:00–11:30	**Coffee break**
11:30–12:12	Identifying key performance indicators for measuring brand equity. (continued)
12:12–13:06	Examining case studies of successful brand equity management.



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13:06–14:00 Discussing the impact of brand equity on overall business performance.

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)
Rome Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,450.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,650.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Kuala Lumpur Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,450.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**€2,860.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**€1,250.–**
Istanbul Confirmed dates	18 Jan 2027	22 Jan 2027	**€2,650.–**
Online Confirmed dates	18 Jan 2027	22 Jan 2027	**€1,250.–**
Barcelona Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,840.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**
Amsterdam Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,540.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	15 Feb 2027	19 Feb 2027	**€2,820.-**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.-**
London Confirmed dates	1 Mar 2027	5 Mar 2027	**€2,450.-**
Online Confirmed dates	1 Mar 2027	5 Mar 2027	**€1,250.-**
Dubai Confirmed dates	15 Mar 2027	19 Mar 2027	**€3,150.-**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.-**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Frankfurt Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,650.-**



Course content

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	19 Apr 2027	23 Apr 2027	**€1,450.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Paris Confirmed dates	3 May 2027	7 May 2027	**€2,860.–**
Online Confirmed dates	3 May 2027	7 May 2027	**€1,250.–**
Istanbul Confirmed dates	17 May 2027	21 May 2027	**€2,650.–**
Online Confirmed dates	17 May 2027	21 May 2027	**€1,250.–**
Cape Town Confirmed dates	31 May 2027	4 Jun 2027	**€1,890.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,540.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Singapore Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,820.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
London Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,450.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Dubai Confirmed dates	19 Jul 2027	23 Jul 2027	**€3,150.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,890.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,450.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Paris Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,860.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	4 Oct 2027	8 Oct 2027	**€2,540.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Singapore Confirmed dates	18 Oct 2027	22 Oct 2027	**€2,820.-**
Online Confirmed dates	18 Oct 2027	22 Oct 2027	**€1,250.-**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**
Dubai Confirmed dates	15 Nov 2027	19 Nov 2027	**€3,150.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**€1,250.-**
Frankfurt Confirmed dates	6 Dec 2027	10 Dec 2027	**€2,650.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,450.-**
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