XCELERATE TRAINING INSTITUTE

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SALES AND MARKETING

Brand Management Training Course

Building, Positioning and Growing Strong Brands

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	TTC-122

Upcoming dates

Dates	Venue	Format	Fee
25 – 29 Jan 2027	Paris	Classroom	€4,800
15 – 19 Mar 2027	Live online	Online (live)	€1,200
5 – 9 Apr 2027	Singapore	Classroom	€5,500
12 – 16 Jul 2027	Amman	Classroom	€3,800
27 Sep – 1 Oct 2027	Live online	Online (live)	€1,200
18 – 22 Oct 2027	Amsterdam	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/brand-management-training-course/

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Brand Management Training Course

Introduction

Strong brands command loyalty, higher prices and resilience against competition. Building a brand requires a clear identity, consistent experience and careful management across every touchpoint.

This course covers brand strategy, identity, positioning, architecture, brand experience, digital branding, brand health measurement and brand extension.

Learning Objectives

By the end of this course, participants will be able to:

- Understand brand equity and how it is built
- Define brand purpose, values and positioning
- Develop brand identity and guidelines
- Manage brand architecture and portfolios
- Deliver consistent brand experiences
- Measure brand health and grow brands

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants analyse brand cases and develop a brand strategy for a sample brand.

Benefits for Your Organisation

- Stronger brand equity
- Consistent brand experience
- Clear portfolio strategy
- Increased customer loyalty

Benefits for You

- Brand strategy skills
- Brand management tools
- Measurement frameworks
- Creative and analytical thinking

Who Should Attend

This course is designed for:

- Brand and marketing managers
- Product managers

- Communication professionals
- Agency staff
- Business owners

Course Outline

Day 1: Brand Fundamentals

- What a brand is
- Brand equity models
- Brand purpose and values
- Consumer perceptions
- Brand audits

Day 2: Brand Strategy

- Positioning
- Brand personality
- Brand promise
- Competitive differentiation
- Local and global brands in the Gulf

Day 3: Identity and Architecture

- Visual and verbal identity
- Brand guidelines
- Brand architecture
- Portfolio management
- Co-branding and partnerships

Day 4: Brand Experience

- Customer touchpoints
- Digital branding
- Employer branding
- Brand activation
- Brand consistency

Day 5: Measuring and Growing Brands

- Brand health tracking
- Brand extension
- Rebranding decisions
- Brand strategy presentation
- Action plan

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Registration Form

Brand Management Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Register online
Open the course page