Mastering Branding & Promotion Strategy Training Course

28 Sep - 02 Oct 2026
Abu Dhabi

AGILE LEADERS
Training Center

Mastering Branding & Promotion Strategy Training Course

Ref.: 36359_76204 **Date:** 28 Sep - 02 Oct 2026 **Location:** Abu Dhabi **Fees:** 4500 **Euro**

Course Overview:

The course is designed to equip professionals with essential skills in branding strategy and brand management. In today's competitive landscape, understanding customer-based brand equity, brand positioning, and brand identity is crucial for building a strong market presence. This course covers key aspects such as brand elements, brand awareness, and brand image, providing a comprehensive foundation for participants. With an emphasis on building brand equity through effective brand marketing programs, attendees will learn to assess brand performance and foster brand loyalty. The program integrates integrated marketing communications and a robust marketing communications strategy to enhance the brand value chain. Participants will also explore brand architecture and brand extension strategies, allowing them to implement effective brand equity measurement techniques and conduct brand audits. This training is ideal for individuals looking to navigate the challenges of digital branding, brand differentiation, and emotional branding, ultimately leading to successful branding case studies and revitalization strategies.

Target Audience:

- Marketing Managers
- Brand Managers
- Product Development Teams
- Communication Specialists
- Digital Marketing Professionals
- Corporate Executives
- Small Business Owners

Targeted Organizational Departments:

- Marketing and Communications
- Product Development
- Sales and Customer Service
- Brand Management
- Digital Marketing
- Corporate Strategy

Targeted Industries:

- Retail and Consumer Goods
- Technology and Digital Services
- Healthcare and Pharmaceuticals
- Entertainment and Media
- Automotive
- Nonprofits and NGOs

Course Offerings:

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

- Develop effective branding strategies tailored to their organization.
- Conduct comprehensive brand audits to assess brand equity.
- Implement integrated marketing communications that enhance brand visibility.
- Design and execute brand extension strategies to build brand loyalty.
- Measure and analyze brand performance using established metrics.

Training Methodology:

The training methodology for the course includes a blend of learning approaches. Participants will engage in case studies that provide real-world insights into successful branding strategies and challenges. Group work will foster collaboration and allow for the exchange of ideas regarding emotional branding and brand community building. Interactive sessions will enable participants to practice brand differentiation techniques and storytelling methods. Feedback sessions will focus on applying branding concepts, ensuring participants can translate theory into actionable strategies. This comprehensive approach will help attendees build a robust brand equity management system that supports ongoing brand revitalization.

Course Toolbox:

- ebooks and training manuals
- Access to online resources and articles on branding
- Templates for brand audits and marketing strategies
- Case studies from successful branding initiatives
- Checklists for integrated marketing communications
- Digital tools for brand performance measurement

Course Agenda:

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Day 1: Understanding Brands and Brand Management

- **Topic 1:** What Is a Brand? Defining Key Concepts
- **Topic 2:** Brand Elements: Building Blocks of Branding
- **Topic 3:** Brands vs. Products: Understanding the Differences
- **Topic 4:** Why Do Brands Matter? Impact on Consumers and Firms
- **Topic 5:** Branding Commodities: Challenges and Opportunities
- **Topic 6:** Branding in Different Contexts: Services, Retailers, and Online Products
- **Reflection & Review:** Key Learnings on Brand Management Fundamentals

Day 2: Customer-Based Brand Equity and Positioning

- **Topic 1:** Defining Customer-Based Brand Equity: The Foundation of Strong Brands
- **Topic 2:** Building Brand Awareness and Image: Strategies for Success
- **Topic 3:** Identifying and Establishing Brand Positioning: Points-of-Parity and Points-of-Difference
- **Topic 4:** Developing a Good Positioning: Brand Mantras and Their Importance
- **Topic 5:** Updating Positioning Over Time: Adapting to Market Changes
- **Topic 6:** The Role of Brand Knowledge in Building Equity
- **Reflection & Review:** Insights on Customer-Based Brand Equity and Positioning

Day 3: Brand Resonance and Value Creation

- **Topic 1:** The Four Steps of Brand Building: From Salience to Resonance
- **Topic 2:** Understanding Brand Performance: Metrics for Success
- **Topic 3:** Brand Imagery and Judgments: Creating Emotional Connections
- **Topic 4:** The Brand Value Chain: Stages of Value Creation
- **Topic 5:** Building Brand Communities: Engaging Consumers
- **Topic 6:** Customer Equity: The Relationship Between Customers and Brand Value
- **Reflection & Review:** Recap of Brand Resonance and Value Chain Insights

Day 4: Designing and Implementing Brand Marketing Programs

- **Topic 1:** Criteria for Choosing Brand Elements: Building Brand Equity
- **Topic 2:** Integrating Marketing: Creating a Cohesive Strategy
- **Topic 3:** Pricing Strategies: Perceptions and Brand Equity
- **Topic 4:** Channel Strategies: Direct vs. Indirect Approaches
- **Topic 5:** Online Marketing Strategies: Engaging Digital Consumers
- **Topic 6:** Legal Considerations in Branding: Protecting Brand Equity
- **Reflection & Review:** Summary of Brand Marketing Program Strategies

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Day 5: Measuring Brand Performance and Sustainability

- **Topic 1:** Developing a Brand Equity Measurement System: Tools and Techniques
- **Topic 2:** Conducting Brand Audits: Assessing Brand Health
- **Topic 3:** Understanding Brand Tracking Studies: What to Measure
- **Topic 4:** Leveraging Secondary Brand Associations: Creating New Brand Connections
- **Topic 5:** Managing Brands Over Time: Strategies for Long-Term Success
- **Topic 6:** Global Branding Challenges: Navigating International Markets
- **Reflection & Review:** Final Thoughts on Measuring and Sustaining Brand Equity

How This Course is Different from Other Branding Courses:

The course stands out due to its complete approach to branding that combines theoretical knowledge with practical applications. Unlike other courses, it emphasizes building customer-based brand equity and brand loyalty while integrating the latest trends in digital branding. Participants will benefit from engaging case studies that highlight successful branding strategies and learn to navigate branding challenges in a globalized market. The course's unique focus on brand community building and emotional branding further enriches the learning experience, equipping attendees with the methods necessary to create compelling brand stories and maintain brand consistency.

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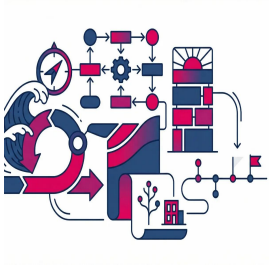
Training Course Categories



Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

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Training Course Categories

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses

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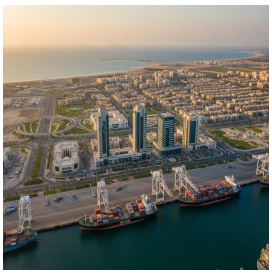
Training Cities

Abu Dhabi - UAE

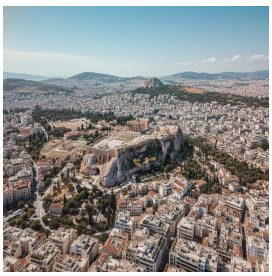
Accra - Ghana



Al Jubail - Saudi Arabia

Amman - Jordan

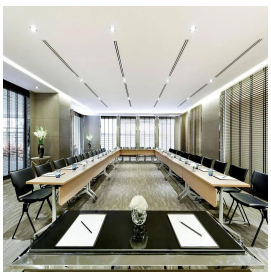
Amsterdam - Netherlands



Athens - Greece

Baku - Azerbaijan

Bali - Indonesia



Bangkok - Thailand

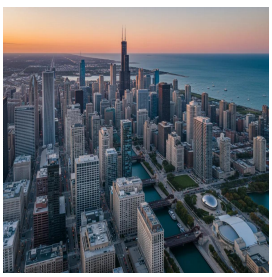
Barcelona - Spain

Berlin - Germany

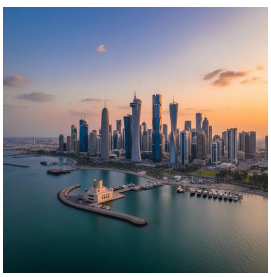
Cairo - Egypt

Cape town - South Africa

Casablanca - Morocco



Chicago - USA



Doha - Qatar

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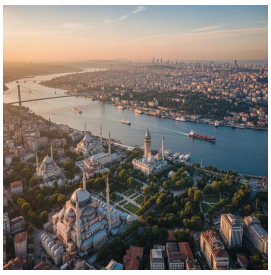
Training Cities

Dubai - UAE

Frankfurt - Germany

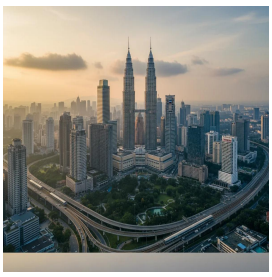
Geneva - Switzerland



Istanbul - Turkey

Jakarta - Indonesia

Johannesburg - South Africa



Kuala Lumpur - Malaysia

Kuwait - Kuwait

Langkawi - Malaysia

Lisbon - Portugal

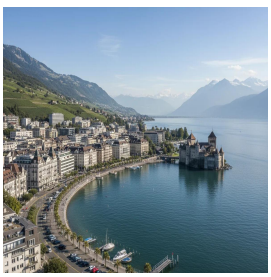
London - UK

Madrid - Spain

Manama - Bahrain

Marbella - Spain

Milan - Italy



Montreux - Switzerland

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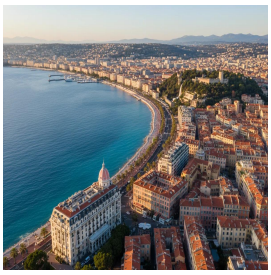
Training Cities

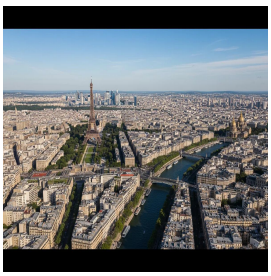
Munich - Germany

Muscat - Oman

Nairobi - Kenya



Nice - France



Paris - France

Phuket - Thailand

Porto - Portugal

Prague - Czech Republic

Riyadh - Saudi Arabia

Rome - Italy

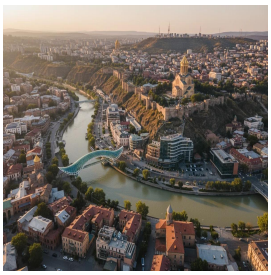
San Diego - USA

Seoul - South Korea

Sharm El-Sheikh - Egypt

Singapore - Singapore

Tashkent - Uzbekistan



Tbilisi - Georgia

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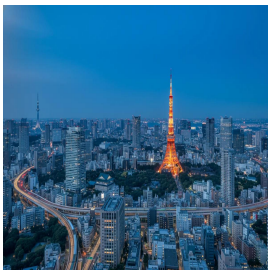
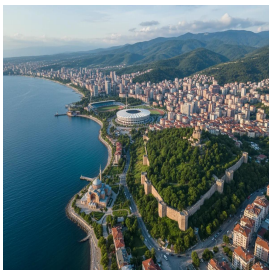
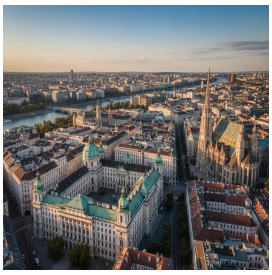


Tokyo - Japan



Trabzon - Turkey



Vienna - Austria

Zanzibar - Tanzania

Zoom - Online Training

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.

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