Mastering Branding & Promotion Strategy Training Course

17 – 21 May 2027
Addis Ababa

AGILE LEADERS
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Ref: 36359_225060 **Date:** 17 – 21 May 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Organizations must navigate intense market competition by building enduring customer connections through branding strategies for effective promotion. The Mastering Branding & Promotion Strategy Training Course equips professionals to construct customer-based brand equity, articulate defensible positioning, and coordinate promotional campaigns. Participants examine brand architecture, resonance models, brand audit frameworks, and equity measurement systems to strengthen commercial visibility. This course is delivered by Agile Leaders Training Center.

Who Should Attend

- Brand Managers overseeing brand equity and portfolio identity.
- Marketing Managers directing brand positioning and campaign execution.
- Product Development Teams seeking alignment between product features and brand promises.
- Communication Specialists creating integrated marketing communications.
- Digital Marketing Professionals managing online customer engagement.
- Corporate Executives guiding enterprise brand architecture and growth.
- Small Business Owners establishing differentiated market presence.

Departments and Industries

This program supports marketing and strategic functions across diverse commercial sectors.

- Marketing and Communications Divisions
- Product Development and Merchandising Groups
- Sales and Customer Experience Teams
- Brand Management and Identity Units
- Retail and Fast-Moving Consumer Goods
- Technology and Digital Services
- Healthcare and Pharmaceuticals

Learning Objectives

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

- Formulate strategic branding frameworks aligned with organizational objectives.
- Execute structured brand audits to evaluate brand equity and performance.
- Deploy integrated marketing communications that amplify brand awareness and image.
- Develop brand extension strategies that protect core brand value.
- Operate a brand equity measurement system to track long-term brand health.

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Course Agenda

Day 1: Brand Fundamentals and Brand Management

- Defining Brands: Key Concepts and Differentiation from Products
- Brand Elements: Selecting Names, Logos, Packaging, and Symbols
- The Economic Value of Brands to Consumers and Organizations
- Branding Commodities: Overcoming Differentiation Challenges
- Contextual Branding: Service Organizations, Retailers, and Digital Products
- Review and Synthesis: Foundations of Brand Management

Day 2: Customer-Based Brand Equity and Positioning

- Customer-Based Brand Equity: Conceptual Models and Core Drivers
- Building Brand Awareness and Brand Image Across Customer Touchpoints
- Establishing Market Positioning: Points-of-Parity and Points-of-Difference
- Drafting Effective Brand Mantras to Guide Internal Decision-Making
- Evolving and Refreshing Brand Positioning Across Market Cycles
- Role of Customer Brand Knowledge Structures in Driving Equity

Day 3: Brand Resonance and Value Creation

- The Brand Building Ladder: From Brand Salience to Brand Resonance
- Assessing Brand Performance and Functional Delivery
- Cultivating Brand Imagery, Consumer Judgments, and Emotional Affinity
- The Brand Value Chain: Tracing Marketing Investment to Shareholder Value
- Fostering Brand Communities to Deepen Customer Loyalty
- Connecting Customer Equity with Enterprise Brand Valuation

Day 4: Designing Integrated Brand Marketing Programs

- Evaluating Brand Elements to Reinforce Market Positioning
- Harmonizing Integrated Marketing Communications Across Channels
- Aligning Pricing Strategies with Perceived Brand Value
- Designing Direct and Indirect Distribution Channel Strategies
- Digital Marketing Approaches for Engaging Contemporary Audiences
- Intellectual Property and Legal Safeguards for Brand Protection

Day 5: Measuring Brand Equity and Long-Term Performance

- Designing an Actionable Brand Equity Measurement System
- Conducting Brand Audits: Brand Inventory and Brand Exploratory
- Developing Quantitative Brand Tracking Studies Over Time
- Capitalizing on Secondary Brand Associations and Co-Branding
- Managing Brand Portfolios: Brand Architecture and Extensions
- Navigating Global Branding Dynamics and Market Localization

Practical Exercises

Participants apply strategic concepts through guided analytical exercises.

- Formulate points-of-parity and points-of-difference for a target product portfolio.
- Map the brand resonance pyramid for a selected commercial service.
- Construct a brand audit framework to assess equity strengths and vulnerabilities.
- Draft an integrated marketing communication plan across digital and direct channels.

FAQs

How does this course address brand performance measurement?

The curriculum provides structured frameworks for developing a brand equity measurement system, conducting brand tracking studies, and running formal brand audits.

What promotion channels are examined during the training?

The program covers integrated marketing communications across digital marketing platforms, direct channels, indirect distribution models, and community-building programs.

Who benefits most from the strategic positioning modules?

Professionals managing product launches, corporate identity updates, or portfolio repositioning gain practical tools to establish distinct points-of-difference and brand mantras.

Conclusion

This program enables commercial leaders to translate branding principles into measurable competitive advantage. By establishing clear positioning, orchestrating integrated communications, and monitoring brand equity over time, teams protect brand value and foster long-term customer loyalty across dynamic markets.