

# STRATEGIC BRAND MANAGEMENT

NOV 30 & DEC 07, 2018

nrbjobs  
TRAINING

**FEES : BDT 7,500/- +VAT**

## LEAD SPEAKER



**AFTAB MAHMUD KHURSHID**  
AWARD-WINNING BRAND MARKETING CATALYST

## GUEST SPEAKERS



**HASINA PARVIN DEEPA**  
CORPORATE SALES COACH



**LUTFUN NAHAR JOYA**  
WORKFORCE ENGAGEMENT PROFESSIONAL

## OVER VIEW

A brand is the key that propels your product or service into the customer's lives, and into their hearts. Your corporate brand must reflect the heart and soul of your product, and offer a promise that you can live up to.

The aim of this program is to provide you with a logical and structured approach to developing a compelling brand strategy. The program examines the essential criteria necessary for building a coherent brand, explained with contemporary examples and useful exercises

## LEARNING BENEFITS

- Ability to manage the performance of the company's brands.
- Ability to communicate and promote the brands successfully to the different customer segments.
- Judge your existing branding and identify its strengths and weaknesses
- Create a coherent strategy that clearly communicates the personality of your branded organization, product or service.
- Feel confident about introducing new ideas and innovations that will strengthen your brands premise and create rewarding experiences.

## COURSE CONTENTS

- What a Brand is
- Brands and Products – the Total Product Concept
- The Importance of Brands
- A Compendium of Branding Terminologies
- The Benefits of Brands
- Strategic Brand Planning
- The Brand Leadership
- Branding Process
- Social Media Branding
- Brand Marketing 7 Communication
- Product Managers Planning Focus

## WHO SHOULD ATTEND

It is suitable for Brand Executives, Marketing Executives, Brand Managers and Entrepreneurs.

## METHODOLOGY

This course is illustrated with relevant real-life examples, presentation and interactive exercises to help you answer the important questions about your brand.

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