



London TDM

# Marketing and Communication Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 11 January 2026 To 15 January 2026

**Course Place:** Downtown Dubai

**Course Fees:** 5,000 USD

## Introduction

Brand Management and Positioning is a critical component of marketing strategy aimed at creating a unique perception of the brand in the mind of consumers. This comprehensive 5-day course equips professionals with the skills to effectively manage and position their brand to achieve strategic business objectives. Participants will learn key concepts, tools, and techniques to differentiate their brands in a competitive marketplace.

## Objectives

- Understand the fundamental concepts and importance of brand management and positioning.
- Analyze current market trends and consumer behaviors impacting brand perception.
- Develop strategies to create and sustain a strong brand identity.
- Learn tools and techniques for effective brand positioning and repositioning.
- Evaluate and measure brand performance and equity.

## Course Outlines

### Day 1: Introduction to Brand Management

- Definition and significance of brand management
- Key components of successful brands
- History and evolution of brand management
- Understanding brand equity and value
- Case studies of successful brand management

### Day 2: Brand Positioning Strategies

- Identifying target markets and segments
- Creating unique value propositions
- Positioning vs. repositioning: Key differences
- Developing positioning statements
- Analyzing competitors and market positioning

### Day 3: Building Brand Identity

- Elements of brand identity (name, logo, slogan)
- The role of storytelling in brand building
- Aligning brand identity with consumer expectations
- Using visual and sensory elements effectively
- Case studies on brand identity creation

### Day 4: Brand Communication and Promotion

- Developing a cohesive brand communication strategy
- Role of digital media in brand promotion
- Managing brand reputation and public relations
- Leveraging content marketing for brand building
- Monitoring and evaluating promotional effectiveness

## **Day 5: Measuring and Sustaining Brand Performance**

- Key performance indicators for brand success
- Tools and techniques for measuring brand equity
- Using customer feedback and insights effectively
- Strategies for sustaining brand relevance over time
- Future trends in brand management and positioning