



Course: **Fundamentals of Brand Management - Building a Winning Brand**

Contact Hours: **24**

Prerequisite: **None**

Abstract:

A strategic brand is more than simply a name or logo, it is the soul of your business. It defines its identity, the way it expresses itself and how other people see your product or service. Strategic branding is the personification of your business which makes connections, builds trust and nurtures relationships with a target audience. Developing a strategic brand can create new or retain existing customers to ultimately grow your business.

This course will give you an overview of the framework and processes involved in creating and managing a strategic brand. It introduces you to what makes a strong brand and what is needed to navigate your brand through a crowded market without getting lost in the mist. The course will suit entrepreneurs starting a business, or those who own or work in a small business. You will learn the tools and techniques of developing a brand and the skills to be able to apply to any brand to improve its strategy and help to give that brand an edge in the marketplace.

Target Audience:

This course will suit the following target audience:

- Entrepreneurs starting a business
- Owners of small businesses
- Persons involved in new product development
- Aspiring brand or marketing managers
- Designers and Graphic artist involved in creating brand visuals

Learning Outcomes

On completion of this course learners will be able to.

1. Recognise the importance of strategic branding.
2. Identify the elements of the strategic branding process.
3. Apply the tools and techniques of strategic brand development.
4. Develop a brand identity system
5. Select and brief a designer
6. Identify marketing channels for your brand

Course Content

Introduction to strategic brand development

- The brief story of branding
- The anatomy of a strategic brand.
- The common path to brand failure
- The crucial role of strategy
- Branding vs Marketing: Is there a difference

Internal brand development #1: The reason for being

- The emergence of brand purpose
- How to develop your brand purpose
- Developing your brand vision
- Developing your brand mission
- Core Values- The Moral Brand
- How to develop your Core Values

Internal brand development #2: Whom do we serve

- Understanding brand positioning
- Who is your audience
- How to find your audience
- Who are your competitors
- How to audit your competitors
- What is your differentiator
- Developing your brand personality.

External brand development: Visual identity

- How to develop a premium brand name
- Developing a memorable tagline
- The importance of the logo
- Visual strategy: Logo Design
- Visual strategy: Colour and Typography
- The brand identity system
- Hiring the right designer

The brand marketing channels

- Your brand digital and physical presence
- Effective websites: More than looks
- Social media presence
- Digital marketing strategy