

BRAND DEVELOPMENT & MANAGEMENT



Creating, building and rejuvenating your branding strategy

PROGRAM OVERVIEW

This fast-paced, highly interactive program comes from the architects of modern brand management. It combines cutting-edge academic thinking and proven techniques to inspire and enable you to create and manage a powerful brand. Guided by Kellogg faculty — the acknowledged thought leaders in branding — you'll gain insight into their innovative approaches and learn how to apply them in practice through real-world cases, structured exercises and an extended simulation focused on some of today's most perplexing branding challenges.

You'll learn how to use marketing and branding to build a profitable and enduring business and gain new insights into the importance and value of a strongly differentiated brand. You'll come away empowered with new knowledge and skills you can apply immediately to increase customer loyalty, competitive advantage and profitability.

Who Should Attend

- Managers who are responsible for brands and want to refine their skills
- Marketers looking to develop their capabilities in brand building
- Leaders who want to elevate the role of branding in their organization

Key Benefits

- Understand why brands matter so much and how brands create value
- Appreciate why building a strong brand is such a challenge
- Learn how to craft distinctive brand positioning and then create a brand experience by managing brand touchpoints
- Understand why brand portfolios are important and learn key frameworks for managing them
- See how to measure and evaluate your brand
- Learn how to manage a brand globally
- Develop your skills at managing a brand in a digital, social world

DURATION: 2 DAYS

Program Content

Module i: Fundamentals

- Explore the power of brands
- Discuss the many challenges managers face in a competitive environment

Module II: Creating a Brand

- Assess segmentation and targeting and what they mean for your brand
- Develop a brand position that sets you apart from the competition
- Establish brand touchpoints for engagement

Module III: Building a Brand

- Manage a brand through an evolving lifecycle
- Launch a new brand, and manage established brands for growth
- Build a powerful brand portfolio

Module IV: Branding and the Digital World

- Explore the ways in which digital media is changing branding

- Examine the implications of digital and social media for brand managers
- Develop relevant content that engages customers

Module V: Special Topics in Branding

- Analyze methods of brand measurement
- Hone your knowledge of global branding
- Discover how to implement competitive brand dynamics

Module VI: Brand Coaching Session

Meet one-on-one with a faculty member and receive coaching on your unique branding challenge