



## **Brand Marketing Principles Training Course**

1 – 5 February 2027  
Milan (Italy)





## Brand Marketing Principles Training Course

**Ref:** 15\_1076291 **Date:** 1 – 5 February 2027 **Location:** Milan (Italy) **Fees:** 6200 Euro

## Brand Marketing Principles Training Course

Brand Marketing Principles gives professionals a clear, structured path to understanding how strong brands are built, positioned and grown. This brand marketing course covers brand strategy, brand positioning, brand identity, brand storytelling and brand equity measurement.

### Who Should Attend

- Brand managers and marketing executives.
- Product, communication and PR specialists.
- Business owners and digital marketing professionals.
- Sales leaders and creative teams.

### Course Content

- Day 1: Foundations of Brand Marketing.
- Day 2: Brand Positioning and Strategy.
- Day 3: Brand Identity and Communication.
- Day 4: Brand Equity and Performance Measurement.
- Day 5: Brand Management and Growth.

### Key Takeaway

Participants turn a clear brand strategy into a consistent identity, measurable brand equity and lasting customer loyalty.