



Brand Marketing Principles Training Course

18 – 22 January 2027
Vienna (Austria)





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Ref: 15_1076293 **Date:** 18 – 22 January 2027 **Location:** Vienna (Austria) **Fees:** 5900 Euro

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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.