MERCURY

Professional Brand Manager Training Course

16 – 20 May 2027
Amman (Jordan)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Professional Brand Manager Training Course

Ref: 15868_336023 **Date:** 16 – 20 May 2027 **Location:** Amman (Jordan) **Fees:** 3300 Euro

Introduction:

The Professional Brand Manager training course equips professionals with the essential skills and knowledge needed to excel in the dynamic field of brand management. It covers brand strategy, positioning, market research, consumer behavior, and brand communication. Participants will learn how to develop and implement effective branding strategies, manage brand equity, and drive business growth through innovative brand practices.

Whether new to brand management or seeking to refine their expertise, this Professional Brand Manager course provides practical tools to build and sustain strong, impactful brands in today's competitive marketplace. It is for individuals who aim to become skilled brand managers and enhance their professional brand management expertise.

This Professional Brand Manager training covers the roles and responsibilities of a brand manager, such as developing strategic plans, monitoring brand performance, and managing brand communication across various platforms, including social media. It focuses on brand manager skills and gives participants insights into brand manager qualities. It emphasizes creative and strategic brand manager approaches.

With a Professional Brand Manager certification, professionals can advance their career goals, leverage their brand manager experience, and achieve brand manager benefits. Becoming a business or creative brand manager will prepare them for the diverse challenges in brand management, ensuring they understand the brand manager's meaning and the importance of strategic decision-making in today's competitive market.

Targeted Groups:

- Aspiring Brand Managers.
- Current Brand Managers are seeking advanced skills.
- Marketing Professionals.
- Entrepreneurs and Business Owners.
- Product Managers.
- Advertising and PR Professionals.
- Market Researchers.
- Communication Strategists.
- Graduates are pursuing a career in brand management.

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Course Objectives:

At the end of this Professional Brand Manager course, the participants will be able to:

- Develop comprehensive brand strategies aligned with business goals.
- Understand and apply market research techniques to inform brand decisions.
- Learn to create effective brand positioning and messaging.
- Manage and enhance brand equity over time.
- Master tools for measuring and analyzing brand performance.
- Strengthen cross-functional collaboration in brand management.
- Build skills in digital branding and social media marketing.
- Handle brand crises and maintain brand integrity.
- Foster innovative thinking in brand development and communication.

Targeted Competencies:

By the end of this Professional Brand Manager training, the participants will be able to:

- Brand Strategy Development.
- Market Research and Analysis.
- Consumer Behavior Understanding.
- Brand Positioning and Messaging.
- Brand Equity Management.
- Cross-functional Collaboration.
- Effective Communication and Storytelling.
- Brand Performance Measurement.
- Digital Branding and Social Media Strategy.
- Crisis Management and Brand Protection.

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Course Content:

Unit 1: Brand Strategy and Positioning:

- Understand the fundamentals of brand strategy.
- Learn to define brand vision, mission, and values.
- Develop brand positioning frameworks.
- Analyze competitors and identify market gaps.
- Create a unique value proposition.
- Align brand strategy with overall business objectives.
- Understand the role of differentiation in positioning.
- Develop long-term strategic brand plans.
- Learn to evaluate brand portfolio and manage multiple brands.

Unit 2: Consumer Behavior and Market Research:

- Explore consumer behavior theories and models.
- Learn how to conduct qualitative and quantitative research.
- Understand the importance of customer segmentation.
- Analyze consumer needs, desires, and pain points.
- Interpret market trends and insights.
- Leverage data analytics tools to drive brand decisions.
- Use customer feedback to refine brand strategy.
- Conduct competitive analysis to inform positioning.
- Apply research findings to improve brand experience.

Unit 3: Brand Communication and Storytelling:

- Master the art of brand storytelling.
- Learn how to create compelling brand narratives.
- Understand the role of emotions in brand communication.
- Develop consistent brand messaging across channels.
- Explore digital and traditional communication strategies.
- Learn to manage brand voice and tone.
- Create integrated marketing communication plans.
- Utilize content marketing to strengthen brand presence.
- Build brand advocates through effective communication.

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Unit 4: Brand Equity and Performance Measurement:

- Define and measure brand equity.
- Understand the components of brand equity brand awareness, loyalty, perception.
- Learn techniques for tracking brand health over time.
- Implement brand tracking studies to measure consumer perception.
- Develop key performance indicators KPIs for brand success.
- Analyze the ROI of brand marketing activities.
- Use data to adjust brand strategies and improve performance.
- Understand the impact of brand equity on business value.
- Learn how to protect and enhance brand equity.

Unit 5: Digital Branding and Social Media Strategy:

- Understand the role of digital media in brand building.
- Learn to create a digital brand strategy.
- Develop a strong social media presence for your brand.
- Utilize social platforms to engage with target audiences.
- Analyze social media metrics to measure brand impact.
- Create influencer marketing campaigns to boost brand awareness.
- Use SEO, content marketing, and online advertising to strengthen branding.
- Build brand communities through online interactions.
- Adapt digital branding strategies in a rapidly changing environment.