

BRAND MANAGEMENT: BRANDING FOR NON- BRAND MANAGERS



OVERVIEW

Branding is more than just a logo. In many instances we hear companies spend millions of ringgit building brands but the outcome fail to commensurate with the amount of spending made on the so called branding and advertising. Some companies are successful while some others fail. In many companies, branding is solely the responsibility of the Brand manager.

WORKSHOP OBJECTIVES

By the end of the two-days workshop, participants will be able to:

- Identify and articulate key concepts of branding
- Identify and apply the branding process
- Identify principles of brand management
- Able to provide positive inputs to the branding process and management
- Appreciate that branding is essential in their organisation

WHO SHOULD ATTEND?

Suitable for those in customer service, product support, product designers, technical support, sales engineers, magazine, newspaper and blog editors or anyone who believes in customer centric business and operations

WORKSHOP OUTLINE

- Module 1:What is Branding
- Module 2:What is a brand
- Module 3:Why Is Branding Important
- Module 4:Why Consumers Choose a Brand
- Module 5:Brand Positioning
- Module 6:Managing Your Brand
- Module 7:The Planning Process
- Module 8:Communicating Your Message
- Module 9:Media
- Module 10:Cascading The Brand Values

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