STRATEGIC BRAND MANAGEMENT & CORPORATE BRAND DEVELOPMENT COURSE

Introduction

Strategic Brand Management & Corporate Brand Development is an executive-level programme designed to equip marketing leaders, corporate executives, brand managers and business development professionals with the strategic capabilities required to build, manage, strengthen and protect powerful corporate brands. A corporate brand represents more than a logo, colour scheme or advertising campaign. It encompasses the organization's identity, purpose, positioning, reputation, values, customer promise, employee experience and stakeholder relationships. Effective brand management therefore requires alignment between what an organization says, what it does and what customers and other stakeholders actually experience. The programme examines how organizations can develop distinctive brand strategies, define their positioning, establish meaningful brand propositions and create consistent brand experiences across physical and digital touchpoints. Participants explore brand architecture, corporate identity, brand equity, brand personality, positioning, differentiation, reputation, stakeholder perceptions and brand performance measurement. The course also addresses brand governance and the management of multiple products, services, subsidiaries or business units under a corporate brand. Particular attention is given to the relationship between corporate strategy and brand strategy, ensuring that brand development supports organizational growth, customer loyalty, employee engagement and competitive differentiation. The programme also considers contemporary issues such as digital brand management, executive visibility, social media, corporate reputation, purpose-led branding, sustainability communication and AI-enabled brand management.

Course Objectives

- Understand the strategic role of corporate brands in organizational performance.

- Develop an integrated strategic brand management framework.
- Define corporate brand identity, purpose and values.
- Develop compelling brand positioning and differentiation strategies.
- Build strong corporate brand propositions.
- Understand and manage brand equity.
- Develop appropriate brand architecture for multiple products and services.
- Align internal culture and employee behaviour with the brand promise.
- Manage brand consistency across physical and digital channels.
- Strengthen corporate reputation and stakeholder trust.
- Measure brand awareness, perception, equity and performance.
- Manage brand evolution, repositioning and transformation.
- Develop effective brand governance systems.
- Use digital channels and emerging technologies to strengthen brand engagement.
- Develop long-term corporate brand growth strategies.

Course Modules

> Module 1: Strategic Brand Management & Corporate Brand Strategy
- Principles and evolution of strategic brand management
- Role of brands in organizational strategy
- Corporate brand strategy and business objectives
- Developing a strategic brand management framework

> Module 2: Brand Strategy, Business Alignment & Corporate Value Creation
- Aligning brand strategy with corporate strategy
- Brand contribution to organizational growth and value creation
- Strategic brand objectives and priorities
- Developing an integrated corporate brand strategy

> Module 3: Corporate Brand Identity, Purpose & Values
- Corporate brand identity and personality
- Organizational purpose and brand values
- Brand promise and stakeholder expectations
- Aligning identity with organizational culture

> Module 4: Brand Personality, Expression & Identity Systems
- Developing distinctive brand personality

- Visual and verbal brand identity systems
- Brand tone, voice and communication style
- Managing brand identity consistency

> Module 5: Brand Positioning, Differentiation & Competitive Advantage
- Principles of strategic brand positioning
- Competitive brand analysis
- Differentiation and distinctive brand assets
- Developing compelling brand value propositions

> Module 6: Competitive Brand Strategy & Market Positioning
- Understanding competitive brand landscapes
- Identifying market positioning opportunities
- Developing distinctive competitive propositions
- Strengthening brand relevance and preference

> Module 7: Brand Architecture & Portfolio Management
- Principles of corporate brand architecture
- Branded house, house of brands and hybrid structures
- Managing products, services and sub-brands
- Portfolio rationalization and brand hierarchy

> Module 8: Brand Portfolio Strategy, Extensions & Growth
- Managing brand portfolios and strategic priorities
- Brand extensions and new-market opportunities
- Managing sub-brands and product-brand relationships
- Portfolio optimization and long-term brand value

> Module 9: Brand Equity, Awareness & Customer Perception
- Understanding brand equity
- Brand awareness and recognition
- Brand associations and perceived value
- Building strong and sustainable brand equity

> Module 10: Brand Perception, Preference & Customer-Based Brand Value
- Measuring customer perceptions of brands
- Drivers of brand preference and consideration
- Managing trust, credibility and perceived value

- Strengthening customer-based brand equity

> Module 11: Corporate Brand Communication & Storytelling
- Developing corporate brand narratives
- Brand storytelling and emotional connection
- Integrated corporate communication
- Consistent messaging across communication channels

> Module 12: Brand Messaging, Corporate Storytelling & Executive Communication
- Developing strategic brand messaging frameworks
- Corporate content and brand storytelling
- Executive communication and thought leadership
- Aligning content with brand positioning and objectives

> Module 13: Employee Branding, Culture & Customer Experience
- Employees as corporate brand ambassadors
- Internal branding and organizational culture
- Employee behaviour and brand promise delivery
- Linking employee experience with customer experience

> Module 14: Internal Brand Engagement & Brand-Led Organizational Culture
- Building employee understanding of the brand
- Embedding brand values into workplace behaviour
- Leadership responsibility for brand culture
- Measuring internal brand engagement and alignment

> Module 15: Digital Brand Management & Corporate Reputation
- Digital corporate branding
- Social media and online brand engagement
- Corporate reputation and stakeholder perceptions
- Online reputation monitoring and response

> Module 16: Digital Reputation, Social Listening & Brand Risk
- Digital reputation monitoring and social listening
- Managing online conversations and stakeholder engagement
- Responding to digital brand threats and reputational issues
- Building resilient digital brand reputation

> Module 17: Brand Performance, Governance & Risk Management

- Brand KPIs and performance measurement
- Brand audits and perception research
- Brand governance and management standards
- Brand reputation risk and crisis preparedness

> Module 18: Brand Analytics, Valuation & Executive Performance Management

- Brand performance analytics and dashboards
- Measuring brand contribution to business performance
- Brand valuation and intangible brand assets
- Executive reporting and strategic brand decision-making

> Module 19: Brand Transformation, Innovation & Long-Term Growth

- Brand evolution and repositioning
- Managing brand transformation and change
- Innovation, sustainability and emerging brand expectations
- Building brands for long-term organizational growth

> Module 20: AI, Digital Transformation & the Future of Corporate Branding

- AI and emerging technologies in brand management
- Digital transformation of brand experiences
- Responsible and sustainable brand development
- Future trends in corporate branding and brand leadership