



Managing Brands

Delivered by:



CAMBRIDGE
Judge Business School

Programme Summary

Managing Brands addresses the key branding decisions faced by businesses. The programme is organised around the management decisions that must be made to build, measure, and manage brand equity.

Brands are a key source of value for customers. As manufacturing technologies converge, routes to market become more competitive. This programme takes a focused look at brands as sources of differentiation and, hence, competitive advantage of the firm.

The basic objectives of the programme are to increase understanding of the important issues in planning and evaluating brand strategies; to provide the appropriate theories, models, and other tools to make better branding decisions; and to provide practical workshops for attendees to apply these principles.

The programme is designed for those who have brand responsibility in their organisation or for anyone who wishes to improve their understanding of the role of the brand and how to create effective brand strategies. It is taught through a combination of lectures, workshops and case study analysis and discussion.

Topics

- **Building and communicating brand equity**
The programme begins with an overview of the strategic brand management process, and a consideration of the costs and benefits of brands. Topics include how to identify brand positioning and values, how to plan and implement brand marketing programmes, and how to manage the elements of the marketing mix, and in particular the promotion element, to build and communicate brand equity.
- **Managing brand equity**
After focusing on the various strategies and approaches to building brand equity, attention shifts towards measuring the value of brands. We delve into some of the strategic reasons why companies might pursue the systematic measurement of brand equity. We take a detailed look at what consumers know and feel about brands, how they act in response, and how marketers can develop measurement procedures to assess how well their brands are performing.
- **Growing and sustaining brand equity**
While the first two parts of the programme focus on strategies for building and measuring brand equity, the third part takes a broader perspective and considers how to create, maintain and enhance brand equity over time and under various conditions.



Managing Brands

Delivered by:



CAMBRIDGE
Judge Business School

Benefits

- Increase your understanding of the important issues in planning and evaluating brand strategies
- Make better branding decisions by understanding the appropriate theories, models and tools for different branding strategies and evaluating your brand equity
- Practical case studies to apply the principles learned

[Download the *Managing Brands* detailed agenda](#)

Participants earn a certificate on completing the programme. This programme counts as one course for those completing the Cambridge Executive Education General Management Certificate

Why Executive Education at the University of Cambridge?

The University of Cambridge is internationally renowned for:

- outstanding faculty and excellence in teaching and research
- a collaborative learning environment and community
- commitment to innovation and its application in science, technology and business
- the Judge Business School MBA programme, which is ranked among the best in the world

Our goals in Executive Education at Judge Business School are to align these strengths to deliver programmes that impact on the development of leaders and organisational performance.

Our programmes are designed to provide a collaborative and stimulating environment for learning and to add value to your professional career and personal growth. The diverse educational and professional backgrounds of our faculty and delegates enrich the experience. We attract participants from around the world and across industries and business sectors.

Cost: 9 units

For more information please email the TLC Training Co-ordinator on registrations@thelearningcollaboration.com