

# Brand and Product Management

**Duration:** 2 Days · **Training format:** Virtual Classroom / Online

## Description

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Identify the critical information needed to develop a product and brand strategy that generates both quick-wins and long-term value. By completing this course, you will be in position to create an activity plan to bring your brand strategy to life - both externally towards consumers and internally to employees.

You will be able to define the right metrics for determining success in the implementation of your product and brand strategy, considering any adjustments that may need to be made under a test and learn methodology.

Brand and product management is a unique course which enables you to first understand the importance of brand and product management and then use brand development, architecture and portfolios, in order to achieve success.

## Audience

This course is aimed at anyone with ambitions of a career in marketing and/or professionals who are looking to use brand and product management to enhance the products in their own business or in the company that they work for.

## Outline

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What is strategy?

Different marketing strategy examples / methods

Market analysis methods

Competitor analysis methods

Strategy formation methods

What are the goals of marketing?

Understanding consumer expectations

Identifying the target audience

Product development processes

Product lifecycle

Product concept creation and testing

Product launch, marketing support and product performance tracking Preparation of communication campaign

Evaluation of creative idea

Monitoring of marketing KPIs

## Prerequisites

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There are no prerequisites for this course.