

The United Republic of Tanzania Ministry of Industry and Trade





SHORT COURSE Strategic Brand Management Training

Course Facilitator: Dr. Nasibu Mramba, CBE



This short course in Strategic Brand Management is designed to provide participants with essential knowledge and tools to build, manage, and grow strong brands in competitive markets. It combines theoretical insights with practical strategies to enhance brand equity and value.

Core Topics Covered

Introduction to Branding

- Importance of branding in modern business.
- Elements of a strong brand.

Brand Positioning & Identity

- Crafting brand vision and mission.
- Positioning strategies: differentiation, relevance, and resonance.

Building Brand Equity

- Keller's Brand Equity Model (CBBE).
- Creating meaningful brand experiences.

Brand Architecture & Portfolio Management

- House of brands vs. branded house.
- Managing sub-brands and product lines.

Brand Strategy & Growth

- Brand extension and co-branding.
- Rebranding and revitalization techniques.

Measuring Brand Performance

- Brand audits and tracking studies.
- KPIs: awareness, loyalty, preference, and equity.

Key Objectives

Understand the role of branding in business strategy.

Learn how to create and position a brand effectively.

Develop skills portfolios and architecture.

Explore strategies for brand growth, extension, and revitalization.

Analyze brand performance using key metrics.

Target Audience

Marketing professionals, entrepreneurs, business managers, and students seeking to strengthen their brand strategy skills.

Outcome

By the end of the course, participants will be equipped to craft strategic branding decisions, manage brand equity effectively, and align brand initiatives with broader business goals

Fees: 860,000 Tsh





to 1500 Hrs Tanzania

