



STRATEGIES FOR Organizational Image

Course Introduction:

This is an interactive course looks at image at organizational and individual level. It aims to develop students' knowledge and understanding on key concepts related to image management. Theories related to image management, leadership, marketing and psychology will be discussed. Participants can apply these concepts to project themselves and organization successfully and differentiate themselves from the competition.

Course Objectives:

- Ensure their organization, product or service succeed through careful attention to brand imperatives.
- Craft a powerful brand positioning statement that reflects the brand promise and the expectations of their most valued customers.
- Build a fully aligned, brand-focused operation.
- Measure brand equity, track it and maximize it.
- Avoid the dangers and pitfalls of ignoring the laws of branding.

Who Should Attend?

All those involved in decisions and actions impacting the health of the brand. It is also of direct interest to marketing, product and brand managers and supervisors. The concepts introduced are also of key importance to those managers who chart the overall strategic and operational policies of the company.

Course Outline:

Module 1: Definitions and Concepts

- "Everything" Can be Branded
- Branding: From Business to Consumer to Business to Business
- General Brand Concepts
- The Power of Brands
- Branding as the New Marketing

Module 2: The Brand and the Customer

- A Matter of Perception
- Identifying Brand Associations
- Types of Associations
- Using Brand Associations to Create Value

- Understanding Brand Personality
- Crafting the Positioning Statement
- The Brand Promise
- The 7Ps of Branding

Module 3: Brand Equity and Brand Value

- Definitions of Brand Equity
- Brand Equity Models
- Measuring Brand Value
- An Element of Subjectivity

Module 4: Building Brand Portfolios

- Branding Philosophies:
 - The Branded House
 - Sub-brands
 - Endorsed Brands
 - The House of Brands
- Brand Growth Strategies
 - Flanker/Fighting Brands
 - Line Extensions
 - Brand Extensions
- Successful Brand Extensions

An Overriding Principle

- Simplicity and the Laws of Branding

Module 5: The Challenges of Branding

- Cash: The Branding Doom Loop
- Consistency: Living-up to the Brand Promise
- Clutter: Breaking through the Bombardment

Designing Brand Identity

- Brand Touch-Points
- Branding Ideals
- Branding Elements
- Name, Logo and More

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session