



IMS Training

Brand Management

- Introduction to brand management
- Brand attributes
- Brand identity, brand image
- Brand awareness
- Building a brand
- Brand equity
- Co-branding
- Brand value measurement
- Brand management challenges
- Brand categories

Goals of the training: Managing a Brand for A to Z

Your managerial team's objectives:

- Launching a brand
- Managing a brand
- Creating a brand's identity
- Measuring the performance of a brand
- Evaluating a brand

Target audience: Brand Managers, Marketing Managers, Trade-Marketing Managers.

For more information contact us:contact@ims-research.com