Garnet
Garnet Global Training Center

GGT-MK-104

Marketing, Sales & Communication

Brand Management

إدارة العلامة التجارية

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (management)**

Overview

Brand Management equips managers and specialists to plan, organise and control this area of work, set targets and measure results. Win and keep customers with sharper strategy, selling and communication. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Set up and run Brand Management as a managed process with clear roles.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.
- Plan resources, budgets and schedules realistically.
- Define KPIs and build simple dashboards for management.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Brand Management: the management framework
- Media and stakeholder communication
- Regional and international case studies

Day 2 Planning, resources and budgets
- Customer insight and segmentation
- Brand and positioning

Day 3 Performance measurement and control
- Digital channels and content
- Checklists and templates to take away

Day 4 Risk, compliance and improvement
- Sales process and negotiation
- Group discussion and peer review

Day 5 Management case study and action plan
- Measurement and ROI
- Measurement and reporting

10-day outline

Day 1 Brand Management: the management framework
- Media and stakeholder communication
- Regional and international case studies

Day 2 Planning, resources and budgets
- Customer insight and segmentation
- Brand and positioning

Day 3 Performance measurement and control
- Digital channels and content
- Checklists and templates to take away

Day 4 Risk, compliance and improvement
- Sales process and negotiation
- Group discussion and peer review

Day 5 Management case study and action plan
- Measurement and ROI
- Measurement and reporting

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
15–26 Feb 2027	10-day classroom	Istanbul	English	8,950
17–21 May 2027	5-day classroom	Vienna	English	4,750
14–18 Jun 2027	5-day online	Live online	English	2,950
5–9 Jul 2027	5-day classroom	Paris	English	4,750
7–11 Feb 2028	5-day classroom	London	English	4,750
1–12 May 2028	10-day online	Live online	English	5,450
19–30 Jun 2028	10-day classroom	Barcelona	English	8,950
4–8 Dec 2028	5-day classroom	Dubai	Arabic	4,750
12–16 Feb 2029	5-day classroom	Kuala Lumpur	English	4,750
6–10 Aug 2029	5-day online	Live online	English	2,950

Dates	Format	City	Language	Fee (USD)
1–5 Oct 2029	5-day classroom	Abu Dhabi	English	4,750
5–16 Nov 2029	10-day classroom	Amsterdam	English	8,950
14–25 Jan 2030	10-day classroom	Dubai	English	8,950
11–15 Feb 2030	5-day classroom	Abu Dhabi	English	4,750
5–16 Aug 2030	10-day online	Live online	English	5,450
18–22 Nov 2030	5-day classroom	Barcelona	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/