

## Course Outline

<b>Course Name/Title</b>	Building the Brand and Brand Metrics
<b>Duration</b>	09 March 09:30 -1.30
<b>Introduction</b>	<p>Good branding is often seen as an imperative for business success although defining what makes a 'strong' brand can be vague. This workshop will investigate the key elements of a successful brand as well as investigating why some brands have not fared as well.</p> <p>We'll consider why a strong brand and good branding is so important to your overall marketing effort.</p> <p>We'll discuss the importance of factors such as Brand Equity, Brand Personality and Brand Image. Furthermore, we'll investigate how you can build your brand to drive growth and a long - term competitive advantage by implementing established branding strategies at potentially minimal cost.</p> <p>We'll also discuss, the roles and responsibilities of other non-marketing functions in the brand building process and consider how these resources can be engaged.</p> <p>The workshop will consider how you can manage your brand effectively. We'll examine the use of measurement and reporting tools such as brand dashboards and scorecards to help build your business.</p>
<b>Is this course right for me?</b>	This is an interactive workshop has been developed for individuals from all sectors involved in the development and creative execution of corporate and marketing strategy. As a practical workshop, it should be also be relevant for those people involved in the day-to-day delivery of marketing material and campaign activity.
<b>What will I Learn?</b>	<p>During the half day workshop you will:</p> <ul style="list-style-type: none"> <li>• Understand and apply core brand concepts</li> <li>• Recognise appropriate methods of building a successful brand</li> <li>• Assess your own organisation's branding effectiveness</li> <li>• Be able to identify relevant brand goals and objectives</li> <li>• Gain an insight into suitable brand evaluation tools</li> </ul>
<b>Pre-course Activity</b>	None
<b>Further Development</b>	The CIM offers a wide range of marketing and communication courses including the CIM Certificate in Professional Marketing and the CIM Diploma in Professional Marketing.