



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

Oct. 30 - Nov. 1, 2017
May 28 - 30, 2018

Strategic Branding in the Digital Age: Building, Communicating, and Revitalizing Your Brand

Better understand the principles of branding and study advanced strategies to measure, develop, extend, and manage brands in a digital and social world.

Research shows that a strong brand can contribute **up to 80 percent to overall sales**. This world-class program, taught by a top brand academic and consultant, gives you the latest academic thinking and practical applications to **contribute meaningfully to ongoing marketing decision-making and the strategic branding of your organization's products and services**. A customer's perception of your company and its brands can change very quickly. This course will give you **advanced branding strategies** to constantly reinforce your message and put your company ahead of the competition.

Become a
branding
expert in your
organization!

Our Participants Say it Best:

"This course broadened my perspective on what a brand is and how to ensure we properly identify our brand in the market."

S. Burke, Production,
Atlantic Lottery

"This course provided me with the theory I needed to help define and deliver an effective brand for my organization."

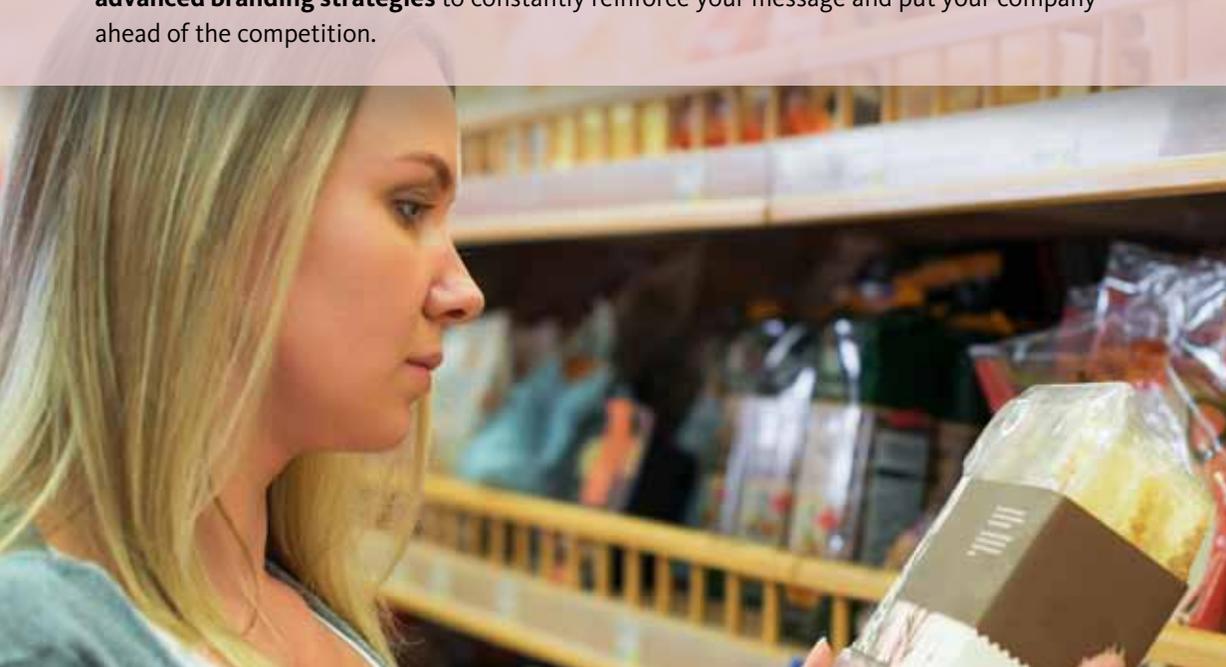
J. Vizza, Director of Brand,
Pen Financial Credit Union

"The course has been fantastic! I would recommend it to any marketing professional. Schulich – I will be back!"

N. Rodgers, Advertising Coordinator,
Napoleon

"This course provides a good scope of brand concepts and framework that could be implemented in our daily activities back at work."

A. Suave, Manager, Strategy and Corporate Marketing,
Canada Post Corporation



Register Today / Complete Details

<http://seec.online/11520>



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Build a better branding strategy and differentiate yourself from the competition. SEEC Moments of Insight include:

What cognitive science tells us about building strong brands. Differentiate your brand from your competitors to increase sales.

Tools for measuring brand health and brand equity and techniques to elevate the importance of branding in the organization.

Using the voice of the customer and mapping customer journeys to manage brand associations and build unique brands.

Top Take-Aways

1. **Key branding definitions** all managers should know
2. What is **'brand equity'** and the critical building blocks to assure brand equity power
3. The link between building strong brands and **firm financial performance**
4. New ways to create **strong brand associations** with your target customers
5. Qualitative and quantitative tools to **measure the health of your brands**
6. **A 5-step process** to build strong brands
7. Branding challenges in a **digital and social environment**
8. **Communicating brands** using all elements of the marketing mix
9. How to position your products and services for **improved sales**
10. **Brand revitalization strategies** to ensure long lasting brand power

Who Should Attend

- Managers who oversees a product or service division
- Managers with brand management responsibilities
- Managers wishing to learn how strong branding strategies impact customer loyalty, competitive differentiation, and profitability
- Business development managers
- Product and brand specialists
- Advertising and communications managers
- Strategic planners
- Agency executives and account managers

Bonus Feature: participants will create a customized brand plan using a 5-step process, and receive one-to-one instructor feedback during the program.

Instructor Profile

Ajay K. Sirsi, PhD is a senior marketing professor at the Schulich School of Business. He consults and teaches globally in the fields of marketing strategy, branding, and sales execution. Ajay is the author of three books, including *Marketing: A Roadmap To Success* and *Marketing Led - Sales Driven: How Successful Businesses Use The Power of Marketing Plans and Sales Execution to Win in the Marketplace*.

Overview of Learning

Branding Fundamentals

- Brand image, brand identity, brand equity: how do they all come together?
- Why do customers buy brands? The power that comes from building strong, identifiable brands
- How brand messages impact marketing effectiveness, customer loyalty and sales

Measuring The Health of Your Brand

- Qualitative and quantitative tools to measure brand health
- Using digital strategies to measure brand health
- Using a brand report card to elevate the importance of branding in your organization

Building Strong Brands to Differentiate Yourself From the Competition

- Defining what business you are in and developing your brand's identity
- Understanding the difference between core and potential products
- Positioning your brand to set yourself apart from the competition

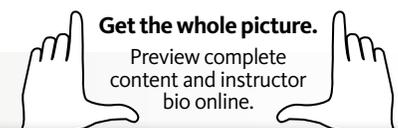
Branding in a Digital World

- Implications of digital and social media for brand managers
- Implementing brand identity using the marketing mix
- How to engage customers with digital marketing

Revitalizing Your Brand

- Brand extension strategies: opportunities and challenges
- How to avoid brand disruption by digital and competitive forces
- Strategies to keep your brand vital with your customers

Continues Online



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More Questions? Get in Touch!

Tel.: 416.736.5079 | 1.800.667.9380
or email exceedinfo@schulich.yorku.ca

Dates & Locations:

Oct. 30 - Nov. 1, 2017
Executive Learning Centre

May 28 - 30, 2018
Executive Learning Centre

Registration Fee:

\$2,950 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change