



**Schulich**  
School of Business  
Executive Education Centre

Register for  
an Upcoming  
Session:

October 28 - 30, 2019  
April 20 - 22, 2020

# 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 across digital and non-digital settings.*

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."*

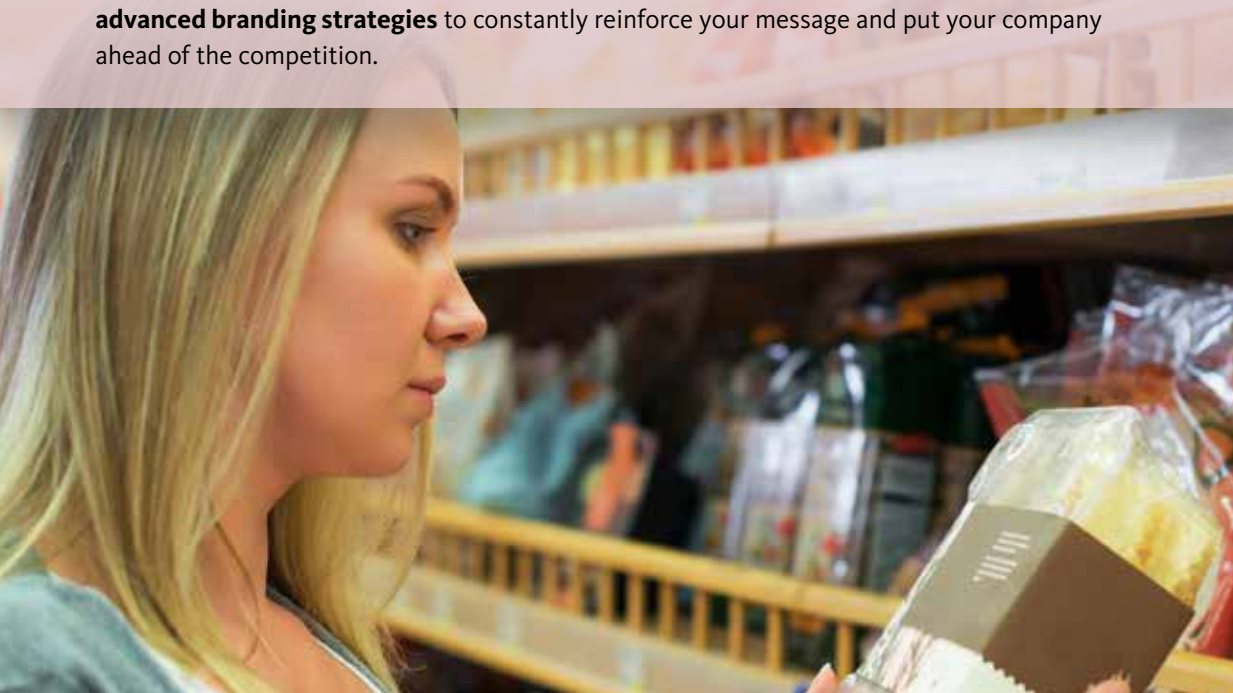
**J. Vizza,**  
Director of Brand,  
Pen Financial  
Credit Union

*"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/12320>



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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 oversee 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*. His next book, on customer segmentation, will be published in 2019.

## 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

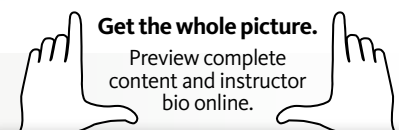
### Branding in a Digital World

- 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



**Complete Details / Register Today**

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**More Questions? Get in Touch!**

Tel.: 416.736.5079 | 1.800.667.9380  
or email [exceedinfo@schulich.yorku.ca](mailto:exceedinfo@schulich.yorku.ca)

### Dates & Locations:

**October 28 - 30, 2019**  
Miles S. Nadal Management Centre

**April 20 - 22, 2020**  
Executive Learning Centre

### Registration Fee:

\$3,250 + 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
- Complete registration details at [seec.online/FAQ](http://seec.online/FAQ)