



Sales, Marketing and Customer Service

Brand Development and Market Analysis

Course Introduction

This training course is tailored for managers seeking to enhance their strategic skills in brand development and market analysis. Participants will learn how to lead brand initiatives, conduct comprehensive market analyses, and implement effective strategies that align with organizational goals.

Target Audience

Marketing Managers or Directors, Account Managers, Brand Managers, Sales Managers or Directors, Public Relations (PR) Professionals, Business Development .Managers, and Business Owners

Learning Objectives

At the end of the training course, participants will be able to

- Develop and oversee a cohesive brand strategy.
- Conduct in-depth market analysis to identify growth opportunities.
- Lead teams in creating actionable marketing plans based on insights.
- Measure brand performance and adapt strategies effectively.

Course Outline

- 01 Day one

Module 1: Introduction to Brand Development

- Understanding the Role of Branding in Business
 - Importance of a strong brand identity and reputation
 - Key components of branding (mission, vision, values)
- Creating a Brand Framework
 - Establishing brand guidelines and standards
 - Differentiating between brand identity and brand image

Module 2: Strategic Brand Planning

- Defining Brand Vision and Mission
 - Aligning brand goals with the overall business strategy
 - Communicating brand purpose to stakeholders
- Developing a Unique Value Proposition (UVP)
 - Identifying and articulating what sets the brand apart
 - Ensuring consistency in messaging across channels

• 02 Day Two

Module 3: Market Analysis Techniques

- Conducting Comprehensive Market Research
 - Qualitative and quantitative research methods tailored for managers
 - Utilizing market research tools and platforms
- Understanding Market Dynamics
 - Analyzing consumer behavior and preferences
 - Identifying key market trends and their implications

• 03 Day Three

Module 4: Competitive Analysis

- Identifying and Analyzing Competitors
 - Techniques for mapping the competitive landscape
 - Tools for conducting SWOT and Porter's Five Forces analyses
- Developing Competitive Positioning Strategies
 - Assessing competitor strengths and weaknesses
 - Crafting positioning strategies that resonate with target audiences

• 04 Day Four

Module 5: Leading Marketing Strategy Development

- Creating an Actionable Marketing Plan
 - Integrating brand insights with market analysis
 - Setting SMART goals for marketing initiatives
 - Resource Allocation and Budgeting
 - Planning and managing budgets for brand initiatives
 - Monitoring resource effectiveness and ROI
- 05 Day Five

Module 6: Measuring Brand Performance and Continuous Improvement

- Establishing Key Performance Indicators (KPIs)
 - Selecting relevant metrics for brand health assessment
 - Tools for tracking and analyzing brand performance
- Adapting Strategies Based on Data Insights
 - Utilizing feedback to refine brand and marketing strategies
 - Case studies of successful brand adaptations in response to market changes

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4250.00 \$	UAE - Dubai
July 27, 2025	July 31, 2025	5 days	2150.00 \$	Virtual - Online
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Abu Dhabi
Nov. 3, 2025	Nov. 7, 2025	5 days	5950.00 \$	USA - Los Angeles