



STRATEGIC BRAND MANAGEMENT

Description

Organizations recognize that branding is important to sustaining success; most don't know how to go about managing it. The Strategic Brand Management program will show you the elements, principles, and activities that go into creating a valuable, long-lasting brand. These courses are designed for brand managers and those responsible for creating and strengthening a company's brands. In addition, it is useful for people who interact with brand managers, and who are responsible for marketing products and services.

- ❖ [Building Lasting Customer-brand Relationships](#)
- ❖ [Developing a Brand Internally](#)
- ❖ [Global Brand Management](#)
- ❖ [Brand Management for Social Media and Wireless Technologies](#)

Cost: \$186.00