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# Strategic Branding: Building, Leveraging, & Protecting Brands

## Curriculum

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**Objective Statement:** Participants will gain an understanding of the key aspects of strategic brand management that are crucial for competing in today's brand-driven marketplace.

### **IMPORTANCE OF BRANDS**

- o Key Asset of the Firm
- o Competitive Advantages
- o Customer Advantages
- o Bottom Line Results

### **TACTICAL VS. STRATEGIC BRAND MANAGEMENT**

- o Tactical Focus and Marketing Strategies
- o Strategic Focus and Marketing Strategies
- o Why Firms Are Moving from a Tactical to a Strategic Focus

### **BUILDING STRONG BRANDS**

- o What is a Strong Brand?
- o Positioning Brands in the Marketplace
- o Marketing Programs that Build Brands

### **MEASURING BRAND EQUITY**

- o Defining What Brand Equity Means
- o Brand Identity and Brand Essence
- o Measuring Brand Identity
- o Measuring Brand Impact

### **EXTRACTING BRAND VALUE**

- o Price Premiums
- o Value-Based Pricing
- o Complex Pricing – Bundling, Versioning, etc.
- o Building Pricing Capabilities

### **LEVERAGING BRANDS**

- o Leveraging Strategies
- o Successful Brand Extensions
- o Brand Alliances with other Firms
- o Co-Branding
- o Risks of Brand Leveraging

### **PROTECTING BRANDS**

- o Avoiding Brand Dilution
- o Protecting Brands Legally
- o Avoiding Price Erosion

### **DEVELOPING AN ORGANIZATIONAL BRAND FOCUS**

- o Organizing for Strategic Brand Management
- o Developing Brand Policies
- o Brand Leadership in the Firm

Curriculum Subject to Change