

Strategic Market Analysis and Brand Management

COURSE OVERVIEW

This course is designed to help professionals develop a deep understanding of market dynamics and leverage that insight to build and manage powerful, differentiated brands. It combines practical tools for market research and competitive analysis with strategic branding frameworks to position offerings effectively in domestic and international markets.

Delegates will explore how to identify market opportunities, assess customer behaviour, build compelling brand strategies, and sustain brand equity through data-informed decision-making and integrated communication.

WHO SHOULD ATTEND?

This course is ideal for Marketing Managers, Brand Strategists, Business Development Executives, Product Managers, Market Analysts, and anyone involved in strategic planning, brand positioning, or customer insights.

COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Conduct strategic market analysis to support business decisions
- Understand customer segmentation, targeting, and positioning (STP)
- Develop brand identity and manage brand architecture
- Monitor brand performance and adapt strategy based on insights
- Align branding with business goals and customer perception
- Build a compelling value proposition and competitive advantage
- Apply tools for brand storytelling, loyalty, and reputation management

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- Market research techniques and competitor analysis
- STP model for strategic marketing and brand targeting
- Designing a value-driven brand identity and tone of voice
- Brand positioning frameworks and customer perception mapping
- Tools for measuring brand equity and marketing effectiveness
- Using data and analytics for brand performance tracking
- Storytelling, visual branding, and multi-channel consistency
- Case studies from global brands and interactive strategy labs

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded