



Brand Management Excellence

Create real competitive advantage with your brand.



Brand helps your customers and other key stakeholders to understand who you are and what they can expect from you. Brands permeate modern economies and are one of the most complex and exciting areas in business. Strong brands are one of a company's most valuable assets, so effective brand management is crucial to long-term organisational success, particularly in this digital era.

Brand Management Excellence positions brand as a central part of business strategy. Brand practitioners and academics who are experts in their fields have tailor-made this course for senior business decision makers (marketing and non-marketing professionals) who need to understand how brands are created, protected, extended, and managed to compete effectively and grow with greater profitability. Any executive who needs to understand this essential element of a company's business strategy is encouraged to partake in this course. It explores the measurement of brand value and brand's role in organisations in the context of transformation.

Taught Modules

- Understanding Brands 
- Valuing Brands 
- Measuring Brand Equity 
- Competing with Brand 
- Brand Strategy 
- Strategic Brand Management 
- Brands and Culture 
- Brand Behaviour 
- Internal Branding 
- Brand Communications and Engagement 

Applications Welcome from

Managers with the desire to improve performance within their organisation



Leaders who wish to develop the operational and strategic knowledge of their managers



Aspiring managers who wish to develop their capacity to add value to their organisation



Who should do this course:

The course is designed to support senior business decision makers in using their company's brands and to develop their brand management skills to grow their business, both domestically and on the global stage. Professionals interested in understanding how to value their brands should also attend. The course does not require extended knowledge of marketing.

Benefits

- Better use of existing brand assets to improve competitive capabilities, both for local and global markets
- Understanding and implementing the language of brands and brand management to more effectively collaborate with branding practitioners
- Learn the latest brand value measurement concepts and techniques

Faculty

Dr. Helen Marks is a Trinity Business School lecturer and has over 25 years' experience to director level across a range of blue chip, multinational and Irish companies. Her extensive knowledge of creating, developing and leveraging brands has been a central theme of her career. She has worked in many sectors including food and drink, services, retail and distribution, telecommunications, semi-state organizations, FMCG, technology, charities and media.

Through her management and consultancy career Helen has worked with some of the country's and world's best-known organizations and brands including Coca-Cola, Ford, Johnson & Johnson, KBC Bank, Kerry Foods, Procter & Gamble, Tesco, Unilever, and Vodafone. She was a board director of the Advertising Standards Authority of Ireland, the Institute of Advertising Practitioners in Ireland, and the Advertisers Association of Ireland.

Helen holds a BSc in Food and Management Science from Kings College, University of London, an MSc in Marketing from the University of Manchester, and a PhD in Strategic Management from Trinity College Dublin. Her research interest focuses on the nature and evolution of brands and their impact on industry-level change.



Dr. Helen Marks
Trinity Business



Fees

Course fees are €2,500



Apply

Applications are currently open for the 2020 course, which will run over 3 days.

Please contact us if you would like to discuss a customised programme for your organisation.

How to Apply:
Email: trinity.exed@tcd.ie

www.tcd.ie/business/executive-education/

