

Certified Brand Manager (CBM)

Course code: PR-003



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Strong brands are one of the most valuable assets for any organization, driving customer loyalty, market differentiation, and long-term profitability. The Certified Brand Manager (CBM) course is designed to equip professionals with the strategic and practical skills needed to build, manage, and grow powerful brands. Participants will learn how to develop brand strategies, manage brand identity, position products and services effectively, and measure brand performance in competitive markets. This course also prepares participants for CBM certification while strengthening real-world branding capabilities.

Why Attend

This course combines strategic marketing theory with practical branding applications. Participants will engage in case studies of global brands, interactive workshops, and brand development exercises. Activities will include brand positioning analysis, customer segmentation, storytelling development, and brand equity measurement.

Who Should Attend

Marketing and Brand Managers
Business Development Professionals
Product Managers and Sales Managers
Entrepreneurs and Business Owners
Advertising and Communications Professionals
Professionals preparing for CBM certification

— Learning Objectives

- Understand core principles of brand management and brand equity
- Develop effective brand positioning and differentiation strategies
- Create and manage brand identity and messaging systems
- Analyze target markets and customer behavior
- Build and sustain strong brand equity over time
- Apply digital branding and social media strategies
- Measure brand performance and market impact
- Prepare for Certified Brand Manager (CBM) certification

Course Outline

DAY
1

Foundations of Brand Management

- Introduction to branding and brand equity
- Role of brands in business success
- Brand elements and identity systems
- Brand architecture models
- Understanding customer perception

DAY
2

Brand Strategy and Positioning

- Market segmentation and targeting
- Brand positioning frameworks
- Competitive analysis and differentiation
- Value proposition development
- Building strong brand narratives

DAY
3

Brand Identity and Communication

- Visual identity systems (logo, colors, tone)
- Brand voice and messaging strategy
- Integrated marketing communications
- Storytelling for brand engagement
- Consistency across channels

DAY
4

Digital Branding and Customer Engagement

- Social media branding strategies
- Digital marketing channels and tools
- Content strategy for brand growth
- Customer experience and engagement
- Managing online brand reputation

DAY
5

Brand Performance and Certification Preparation

- Measuring brand equity and performance
- KPIs for brand management
- Case studies of global brands
- Brand crisis management basics

- Final review and CBM exam preparation

— Upcoming Classroom Dates

Schedule available on request. Contact SPARK Training for current dates, locations, and fees.

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.