PUBLIC RELATIONS | PR-003

Certified Brand Manager (CBM)

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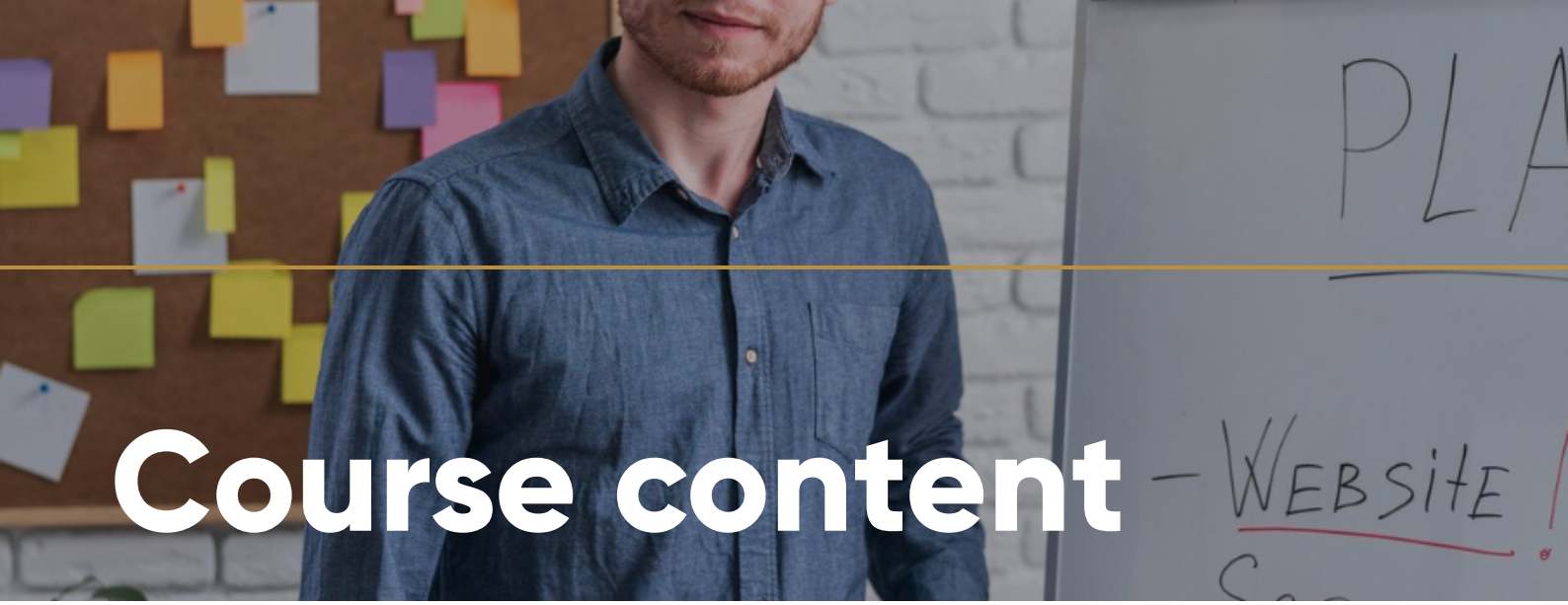


Course content

Why Attend

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.

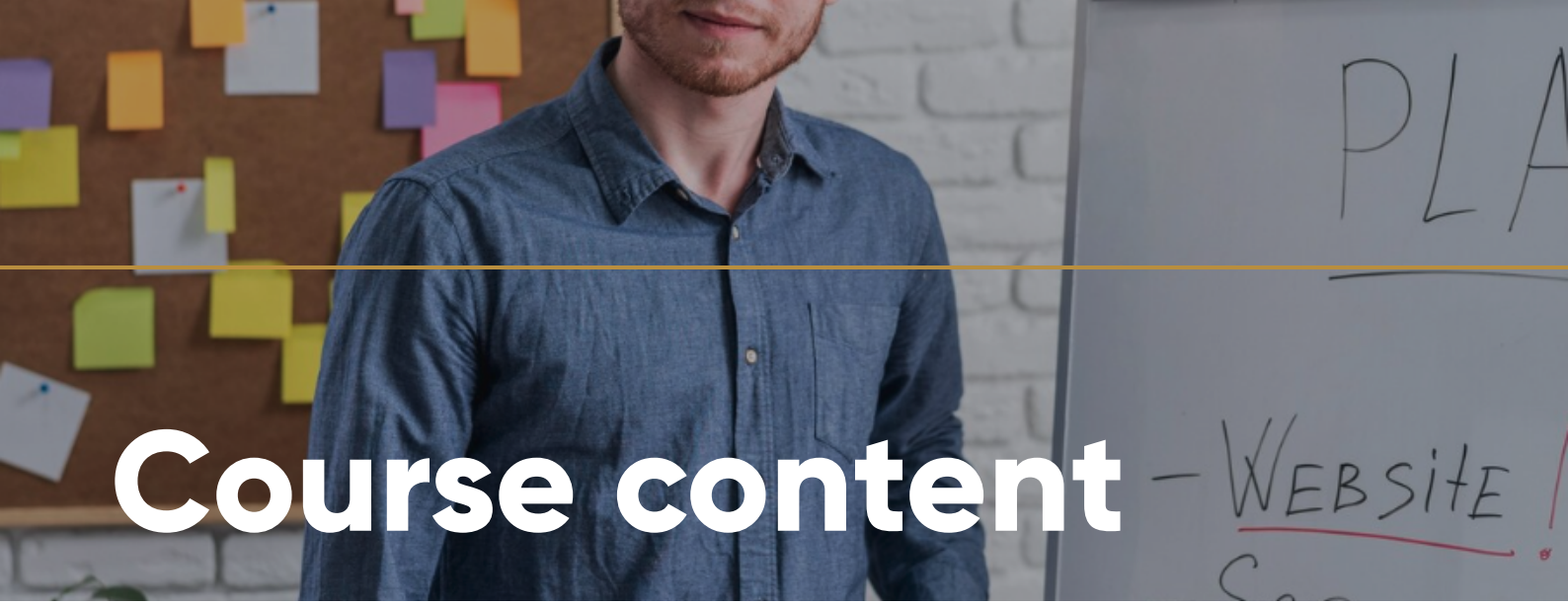
Course Methodology

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. Real-world examples from corporate, B2B, and consumer markets will be used to enhance applied learning.

Course Objectives

By the end of this course, participants will be able to:

- 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



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Target Audience

- 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

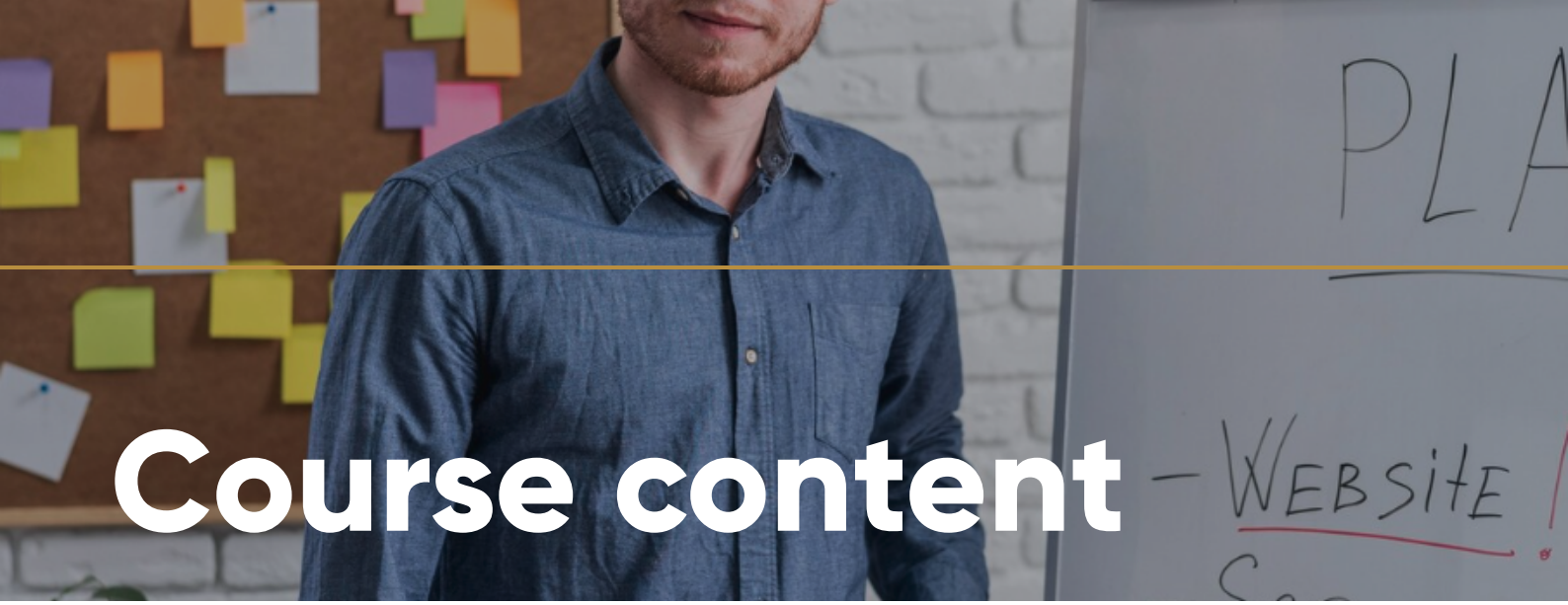
Target Competencies

- Brand strategy development and execution
- Market analysis and customer insight interpretation
- Brand positioning and differentiation
- Digital branding and communication
- Creative storytelling and messaging
- Brand performance measurement
- Strategic marketing thinking

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



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Course outline

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

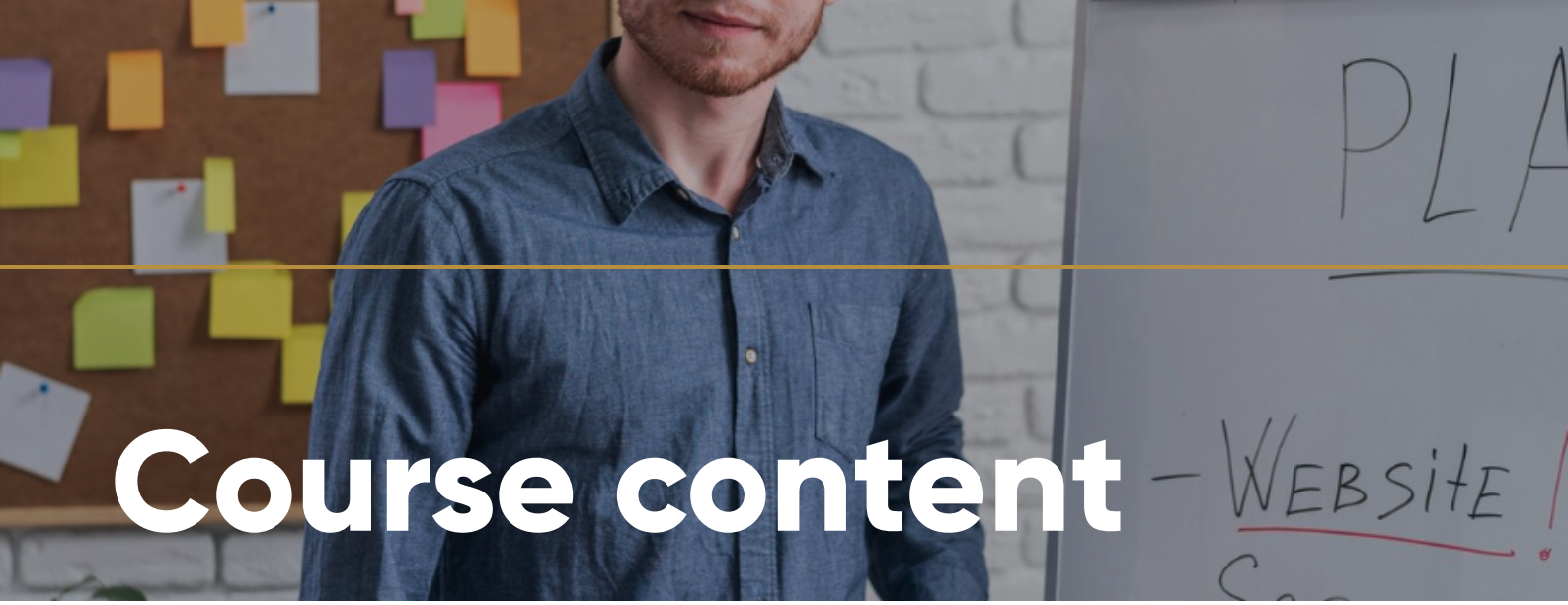
- Visual identity systems (logo, colors, tone)
- Brand voice and messaging strategy
- Integrated marketing communications
- Storytelling for brand engagement
- Consistency across channels

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

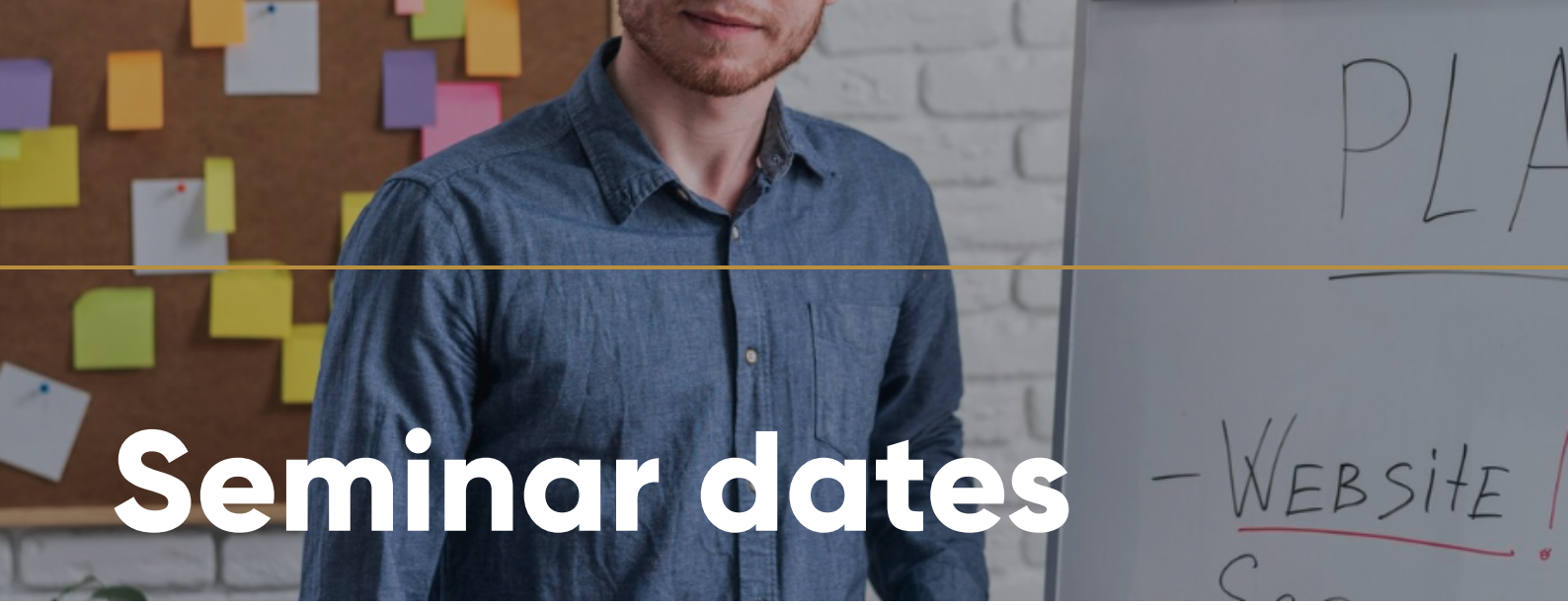
- Measuring brand equity and performance
- KPIs for brand management
- Case studies of global brands



Course content

Course outline

- Brand crisis management basics
- Final review and CBM exam preparation

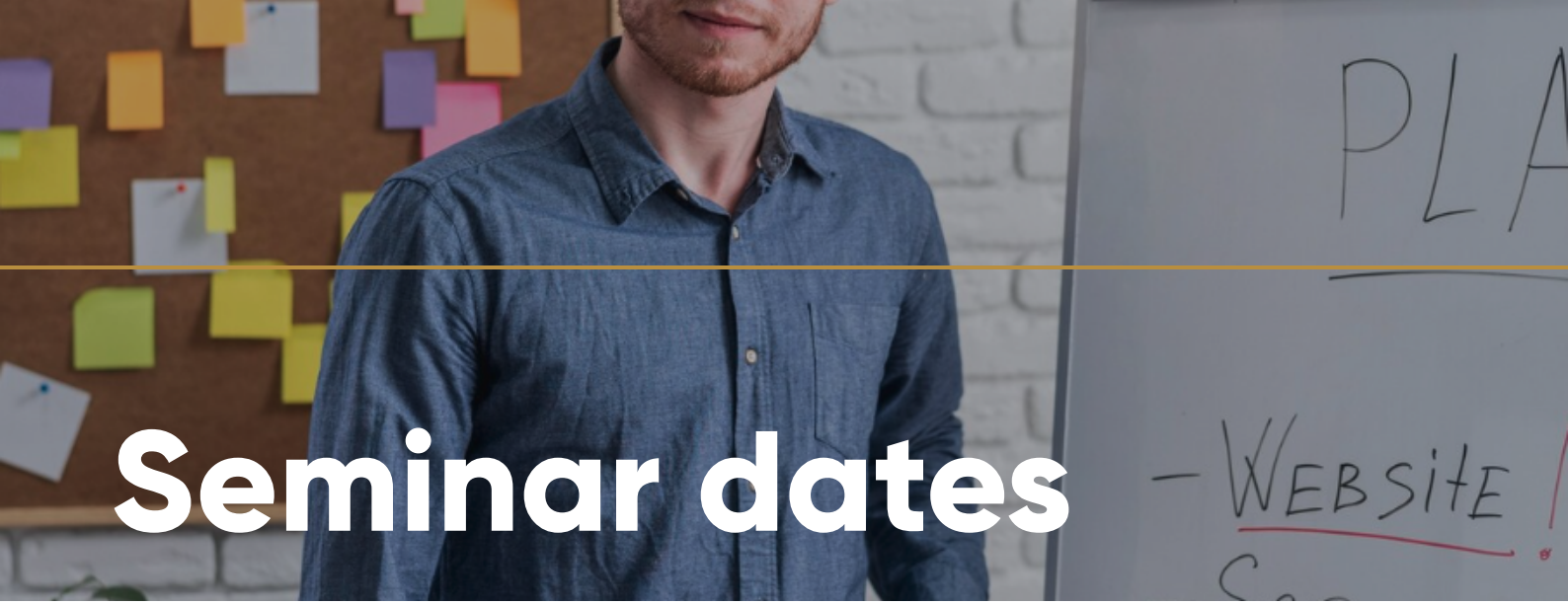


Seminar dates

Available seminar dates

Live dates and pricing for Certified Brand Manager (CBM) generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Barcelona - Spain	Classroom	**€3,080.-**
7 - 11 December 2026	Paris - France	Classroom	**€3,520.-**
11 - 15 January 2027	Istanbul - Turkey	Classroom	**€2,280.-**
8 - 12 February 2027	Vienna - Austria	Classroom	**€3,400.-**
8 - 12 March 2027	Barcelona - Spain	Classroom	**€3,080.-**
12 - 16 April 2027	Paris - France	Classroom	**€3,600.-**
10 - 14 May 2027	Frankfurt - Germany	Classroom	**€2,600.-**
14 - 18 June 2027	Barcelona - Spain	Classroom	**€3,080.-**
12 - 16 July 2027	Paris - France	Classroom	**€3,600.-**
9 - 13 August 2027	Istanbul - Turkey	Classroom	**€2,280.-**
13 - 17 September 2027	Vienna - Austria	Classroom	**€3,400.-**
11 - 15 October 2027	Barcelona - Spain	Classroom	**€3,080.-**
8 - 12 November 2027	Paris - France	Classroom	**€3,600.-**
13 - 17 December 2027	Frankfurt - Germany	Classroom	**€2,600.-**
16 - 20 November 2026	Barcelona - Spain	Classroom	**€3,080.-**
21 - 25 December 2026	Dubai - UAE	Classroom	**€4,200.-**
18 - 22 January 2027	Cape Town - South Africa	Classroom	**€3,600.-**



Seminar dates

Available seminar dates

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Date	Location	Format	Fee
15 - 19 February 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
15 - 19 March 2027	London - U.K	Classroom	**€3,360.-**
19 - 23 April 2027	Istanbul - Turkey	Classroom	**€2,280.-**
17 - 21 May 2027	Munich - Germany	Classroom	**€3,400.-**
21 - 25 June 2027	Paris - France	Classroom	**€3,600.-**
19 - 23 July 2027	Frankfurt - Germany	Classroom	**€2,600.-**
16 - 20 August 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
20 - 24 September 2027	Rome - Italy	Classroom	**€3,400.-**
18 - 22 October 2027	Vienna - Austria	Classroom	**€3,400.-**
15 - 19 November 2027	Geneva - Switzerland	Classroom	**€4,200.-**
20 - 24 December 2027	Madrid - Spain	Classroom	**€3,400.-**

Live online option	Online delivery is available at €1,850.-.