



#Public Training/Workshop#

Product & Brand Management

PROGRAM OVERVIEW

A marketing oriented organization needs someone who not only can analyse the market but identify opportunities for new and existing products and develop the resulting specifications and rationale. To do this successfully, he or she must be able to isolate the factors which influence the market such as customer needs, and environmental issues and satisfy market opportunities and manage threats by developing new products and services, managing products, do effective pricing, managing channels and integrating marketing communications.

This 2 days program is designed to impart a clear understanding of the role and expectations of the product and brand management. The program also provides the tools and techniques involved in being an effective product and brand manager in order to achieve growth in sales and profits for products and services.

PROGRAM METHODOLOGY

- Classroom facilitated discussion based on presentation.
- Exercises and group activities.
- Group-based presentation.
- Development of templates and guidelines.

OBJECTIVES

- Understand & appreciate product and brand management
- Understand & appreciate effective concepts for successful product and brand management.
- Identify major product mix decisions
- Understand and appreciate brand management concepts
- Develop strong identities for products and brands.

Date :
Please refer to our website

Venue :-
Trainer :-

Duration :
2 days

Medium :
English

WHO SHOULD ATTEND

Corporate Comm
Branding Department
Advertising
Marketing & Sales
Product Development
Online Development



PROGRAM SCHEDULE

Registration	8.30am
Morning session	9.00am - 10.30am
Morning Tea	10.30am - 10.45am
Lunch	1.00pm - 2.00pm
Afternoon session	2.00pm - 3.30pm
Afternoon Tea	3.30pm - 3.45pm
End	5.00pm



COURSE OUTLINE

DAY 1

SESSION 1 – THE NEED FOR PRODUCT AND BRAND MANAGEMENT

- The marketing concept and the system

SESSION 2 – THE ROLE OF THE PRODUCT AND BRAND MANAGER

- Major functions and descriptions

SESSION 3 – DEVELOPING THE PRODUCT PLAN – THE MARKET & THE INDUSTRY

- Selecting Strategies for Different Markets & Competitive Situations
- Business Level Competitive Strategies
- How to segment & target the Market

SESSION 4 – DEVELOPING THE PRODUCT PLAN: THE PRODUCT

- The Product Life Cycle
- The Ansoff Matrix/ the BCG Matrix/the McKenzie Model

SESSION 5 – DEVELOPING THE MARKETING MIX

- Price
- Promotions/Communications
- Channels
- People, Processes & Customer Services
- Brand Creation – How?
- Brand Extension – How?, Perimeters of Brand Extension
- Brand Product Relationships – How
- SESSION 10 –
- WRITING A PRODUCT/MARKETING/LAUNCH PLAN
- Structure, Contents and Approach

DAY 2

SESSION 6 – INTRODUCTION TO BRANDS

- Total Marketing & Branding – The Link
- What is Branding?
- Why Branding is important?
- Why Branding is Strategy?

SESSION 7 – BRAND IDENTITY & BRAND PERSONALITY (VIDEO LEARNING)

- Critical Questions for Brand Identity Verification
- Why is Brand Identity important?
- Sources of Identity
- Brand Identity and Image – The differences
- Personality and Brand Management
- Brand Personality Scale Measures
- Brand Positioning Statement

SESSION 8 – BRAND EQUITY

- Brand Equity – What is it?
- Source of Brand Equity
- Choosing Brand Elements to Build Brand Equity
- Key to Building Brand Equity
- Brand Loyalty – What is it?
- Measurement of Brand Loyalty

SESSION 9 – BRANDING STRATEGIES

- Brand Creation – How?
- Brand Extension – How?, Perimeters of Brand Extension
- Brand Product Relationships – How

SESSION 10 – WRITING A PRODUCT/MARKETING/LAUNCH PLAN

- Structure, Contents and Approach



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THANK YOU!



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Registration Form

PRODUCT & BRAND MANAGEMENT

DATE: Refer to our WEBSITE. **VENUE:**

PLEASE COMPLETE THIS FORM AND EMAIL / FAX TO US EMAIL :

icare@asl-solutions.com ; shafi@asl-solutions.com

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PARTICIPATION FOR TWO DAYS WORKSHOP

PROMOTION AVAILABLE

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Position: _____ Dept: _____

DL : _____ HP: _____

Email: _____

Name : _____

Position: _____ Dept: _____

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Name : _____

Position: _____ Dept: _____

DL : _____ HP: _____

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Name: _____

Position: _____ Department : _____

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Signature: _____ Date: _____

This booking is invalid without a signature & company stamp.

TERMS & CONDITIONS:

1. Workshop Fee is not inclusive of accommodation and transportation

2. Fees are inclusive of program materials and refreshments.

3. Payment Terms - Following completion and return of the registration form, full payment is required within Ten (10) working days upon the issuance of invoice or a letter of undertaking(LOU) .Payment or LOU must be received prior to the conference/ training date. A receipt will be issued on payment. Due to limited conference/ training seats, we advise early registration to avoid disappointment.

4. **CLIENT'S CANCELLATION/SUBSTITUTION** Client's cancellation must be received in writing by MAIL or FAX two (2) weeks prior to the event in . All bookings carry a 50% cancellation liability should the notice given is less than two(2) weeks. and 100% cancellation liability 4-days prior to the event Non-payment or non-attendance does not constitute cancellation.

(However, complete set of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing)

5. If, for any unexpected circumstances or reasons that ASL Group decides to postpone this event, the client hereby indemnifies and holds ASL Group harmless from any cost incurred in by the client. The event fee's will be refunded,

ASL Group reserves the right to change the content without notice.

6. Copyright etc. - All Intellectual Property rights in all materials produced or distributed by group in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is strictly prohibited.

7. Important note: In the event that if ASL Group permanently cancels the event for any reason whatsoever. (Including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the client shall receive a refund for the amount that the Client has paid to such permanently cancelled event.

8. All Payment should Be Made to :

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