



## INTRODUCTION

Brand management is the analysis and planning on how a brand is perceived in the market. Developing a good relationship with the target market is also essential for brand management. Tangible elements of brand management include value, appearance, price, packaging, etc. The intangible elements are, experience and relationship that the consumer have with the brand. A brand manager would oversee all of these things so, Brand Management is an important and integrated part of identifying true potentiality. Hence, Bangladesh Brand Forum in association with Netvalue introduces in Bangladesh the first ever course on 'Certified Brand Management Professionals'. This course will cover all the roles and responsibilities of a brand manager, the key organizational interfaces, and the use of the classical marketing to strengthen the focused brand. You will get a chance to explore the different levels of brands and their elements, and how all the elements play an important role in developing a better relationship with the customers. It will provide insights on how to optimize brand equity and brand value.

## PURPOSE OF THE COURSE

- To train professionals of marketing with the latest guidelines on brand management, covering key issues like brand creation, brand building and brand sustainability with special reference to the role 'innovation' plays in creating a successful brand. And exposure to the theories of global gurus and pundits for building powerful brand.
- Participants will have a clear understanding why 95% brands fail and how to remain within 5% successful group of breakthrough brand creators.
- The course will comprise of 36 credit hours, equivalent to a full time semester course at IBA, DU.

## TRAINING METHODOLOGY

- It will be a combination of theories of Kevin Lane Keller and Kepferer with case studies of successful brands locally, regionally and globally.
- Guideline from gurus and pundits of business strategies and brand strategies like Prof. Michael Porter of Harvard Business School, Dr. Chan Kim & Renee Mauborgne of Insead, David Aaker of Haas School of Business, Al Ries & Laura Ries, Jack Trout, Prof Dr. C K Prahlad, Radha Chadda, Martin Roll, Seth Godin and Tom Peter's will be discussed in details.
- Workshop on value creation, sustainability, and simulation through software.

## COURSE PRE-REQUISITES

Prospective candidates must have Bachelor's degree in any discipline and minimum 2 (two) years of work experience with reputed organization/s (work experience can be relaxed for exceptional candidates).

## COURSE OUTLINE

- Understanding of building a business
- Marketing- new millennium definition
- Basics of brand management
- Brand Creation; Innovation; Differentiation
- Brand building through pring, delivery and IMC
- Brand sustainability
- Types of brand
- Guidelines for building powerful brand by David Aaker
- Guidelines for building brands for rural market and also for agro based value
- Creation and building of 'Veblen' value based brand.
- Case studies – Harvard Business School
- Bangladeshi brand cases.
- Simulation for optimization of brand equity.
- Presentation of individual projects.
- Exam for evaluation.

## CLASS SCHEDULE

- The 6 week Certified Brand Management Professionals course starts from November 25, 2017 at the BBF Center of Knowledge & Innovation, located at Gulshan 2.
- The duration of each course will be 6 weeks between 9am to 5pm.
- The training will take place on every consecutive Saturday's which will include break for prayers, lunch and coffee/snacks.

## APPLICATION PROCEDURE & COURSE FEES

- Fees: BDT 48,500 + 15% VAT per person
- Regisration will be at Bangladesh Brand Forum and payment to be made to **Brandzeal**, Advanced Centre (Level 3), 176 Gulshan Avenue, Gulshan North, Gulshan-2, Dhaka-1212, Bangladesh.

**NOTE: The course demands mandatory presence on each class day and also success in exams to get a certificate.**

## KEY RESOURCE PERSONS

The course outline has been designed in line with global standard, by Professor Dr Ferhat Anwar, IBA, Dhaka University; Mr. Mushtaque Ahmed, adjunct faculty of IBA, Dhaka University; and Ashraf Bin Taj, President, Marketing Society of Bangladesh & Managing Director, International Distribution Co. BD. (Pvt) Ltd.



Professor Ferhat has 30 years of teaching experience in marketing at IBA, in addition to his association with Bangladesh Brand Forum and consultancy with various private and public sector enterprises.

Mr. Mushtaque has the experience of working in a multinational company, for 21 years before launching his own entrepreneurial venture. He has been teaching brand management, IMC and global business for BBA, MBA, DBA & EMBA at IBA for the last 16 years.



Mr. Taj is a successful business professional turned entrepreneur with more than 23 years of industry experience. He has led and managed different global and local brands; now leading his own organization. He is also a Trainer and Consultant in the field of Marketing, Branding, and Sales.

**'OTHER EXPERIENCED PROFESSIONALS  
WILL ALSO TAKE CLASSES.'**

## CONTACT DETAILS

For application and other information please contact:

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