



BAYES
BUSINESS SCHOOL

CITY ST GEORGE'S
UNIVERSITY OF LONDON

Branding and Advertising

Master brand building, management and growth.
Learn strategic branding for lasting brand value.
Elevate your brand, online and offline.

Key information

In-person programme

Fee
£3,595 (no VAT is charged)

Duration and delivery mode

4 days on campus with participants actively engaging and joining in with Bayes' current Modular Executive MBA students and alumni.

Dates

Programme dates available at:
www.bayes.citystgeorges.ac.uk/branding-advertising-programme



Find out more

Programme overview

- Get a Bayes MBA experience by joining current MBA students and alumni on this module that covers branding and advertising essentials across industries.
- Brands are pivotal for organisational success and the module navigates participants through brand building strategies, including positioning and identity definition.
- With a focus on advertising, online and offline, it explores ways to strengthen consumer-brand connections and boost brand equity and delves into expanding established brands into new markets and categories.
- Gain tools for brand management, growth and resilience through global examples of revitalisation and brand architecture.
- Develop your own new brand from scratch, through an individual 'Build a Brand' project, developed across inclass workshops each day.

Who is the programme for?

Marketing professionals, business owners, entrepreneurs and anyone involved in strategic decision-making for a brand. Also individuals working in advertising, public relations and communications would find value in learning how to effectively communicate and manage brand identity.

Focus and structure



Day 1 Introduction to branding

Focus on value proposition, brand equity and positioning. Includes a classic case study and a workshop for developing brand positioning (for the 'Build a Brand' project).



Day 2 Brand identity

Explore key elements such as brand names, logos and other elements associated with brand identity. Involves a contemporary case study and a workshop on brand development.



Day 3 Brand communication

Dive into brand awareness and image, through advertising and alternative promotion methods. Features a classic case study and a workshop on communication strategy.



Day 4 Leveraging brand equity

Learn strategies for brand portfolio management and extension. Includes a contemporary case study, workshop on leveraging strategy and opportunity for presenting brand sketches for feedback.

Programme benefits

- Understand how brands create customer and financial value
- Build brands effectively through strategic marketing and communication
- Learn to refresh and grow brands through innovative campaigns
- Assess the management logic behind brand building and reinforcement
- Evaluate and apply branding principles across a diverse range of product/service and geographic contexts
- Combine creativity and strategic analysis for enhanced intangible assets.

An experience in the heart of global business

Learn with the people shaping markets and leading new trends. Our programmes are designed with active, collaborative working in mind, channelling London's position as one of the world's great business centres and a hub of creativity and innovation.

World class faculty lead by



Zachary Estes
(PhD, Princeton University) is a Professor of Marketing at Bayes Business School,

City St George's, University of London. He's also the Co-Director of the Behavioural Research Lab and Director of the PhD in Management programme. He is a visiting professor at various prestigious institutions including Rotterdam School of Management and Vienna University of Economics and Business. Zachary has contributed to numerous psychology and marketing journals, including as Associate Editor of the Journal of Consumer Psychology. His research on cognition, emotion and consumer behavior has been widely published and featured in media outlets like BBC Radio and Harvard Business Review. He has received teaching awards at University of Warwick and Bocconi University.

For more information visit:
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