



## COURSE OVERVIEW

This 2-day Brand Mastery Program empowers the brands of entrepreneurs, executives, and organisations to leverage branding for effective brand positioning, engaging audiences, and driving powerful brand communications, through in-depth sessions on brand identity, positioning, and equity.

## COURSE DETAILS

Course Title:  
**Brand Management Programme**

Course Code:  
**TGS-2023021082**

Course Run:  
**2 days**

Course Duration:  
**14 hours**

Claim Skills Future  
Credit:

Please refer to SSG  
Funding Support section  
for more details

Course Fee:  
**S\$ 1,000**

*(This is nett fee before  
funding for Singaporeans,  
PRs and Singapore based  
Organisations)*

Mode of Training:  
**Synchronous E-Learning or In  
Person Classroom Setting**

A gold medal with a blue ribbon and confetti background. The medal features a trophy in the center and the text "YOU'RE A WINNER" around the top edge. The background is dark blue with white and gold confetti.

## COURSE DESCRIPTION

This 2-day Brand Mastery Program is specifically designed for entrepreneurs, executives and organisations seeking to harness the power of branding to strategically position their brand, engage audiences effectively, and drive impactful brand communications. Day 1 focuses on laying the foundation of branding by exploring its core concepts and elements. Participants will discover the essence of their brand identity and learn how to craft a compelling brand story. They will also delve into brand positioning and differentiation strategies to stand out in a competitive market. Additionally, the program emphasizes building brand equity through market research and analysis. This intensive course equips entrepreneurs with the necessary knowledge and tools to create a strong and influential brand presence. Using our Brand Mastery framework, you can understand your key competitors better, re-position, discover the possibilities with new target audience segments, create new ways to reach out to them and plan for your organisation's future!

This Powerful brand mastery and management workshop is a 2-day interactive course that is meant for entrepreneurs and organisations that are concerned about brand growth, brand performance and brand strategy. Created by 2022 World Number 2 Global Brand Guru, Dr. Jerome Joseph, this is a signature programme that he has delivered to entrepreneurs and organisations in 37 countries over the past 26 years. Based from real-life strategies and examples, the learner will no doubt gain industry knowledge while in an engaging, hands-on practical workshop.

## Learning Outcomes

- **Gain** a comprehensive understanding of the core concepts and elements of branding.
- **Define** and develop a strong brand identity that resonates with target audiences.
- **Craft** a compelling brand that effectively communicates the essence of your brand to customers and stakeholders.
- **Position** your brand strategically to differentiate it from competitors in the market.
- **Apply** market research and analysis to gain insights and create a competitive advantage.
- **Implement** effective brand communication strategies to engage and connect with your target audience.
- **Plan and Implement** Brand Marketing & Communication Strategies to across your Channels, Tools and Assets
- **Build and strengthen** brand equity to foster trust, loyalty, and long-term brand success.

## Includes



Proprietary Frameworks and Templates



Worldclass Approach to Branding



Assessment and Practicum



Certificate of Attainment

## Who Is This Course For

- Entrepreneurs
- Business Owners
- Marketing Professional
- Sales Professional
- Individuals who want to grow their own brand
- SMEs
- Organisations looking at Strong Branding Framework



## KEY MODULES



### DISCOVER YOUR BRAND DNA

In this course, you will evaluate your brand DNA and define actions you can take to enhance your brand's performance. You will start by exploring the elements that make some brands great, why some brands garner premium consideration, and, as appropriate, how to improve a brand.



### DEFINE A POWERFULL BRAND STRATEGY

In this course, you will focus on how to optimize a brand's strategy approach to the market. By identifying opportunities and threats to a brand, you will analyse how you can strengthen a brand's position. You will then create an action plan where you will prioritize strategies that can enable the brand performance to be maximized. By the end of this course, you will have clear strategies on how a brand can best capitalize on its position in the market.



### DEVELOP A STRONG BRAND POSITIONING

In this course, you will assess the market to identify opportunities for a brand, determine a strategy to best position the brand, and draft a strategy to achieve the brand's goals. You will start analyzing the competitive space by identifying the brand attributes most important to your end users.



### DELIVER YOUR BRAND PLAN

Brand planning is the process of devising the specific actions needed to enable the brand to attain brand performance goals. The process of developing the brand plan helps to identify opportunities to grow and create value for your brand. In this course, you will refine your ability to create a brand plan by investigating each step of the process and developing a plan for an existing brand of your choice.



### DRIVE BRAND ACTIVATION AND AMPLICATION

In this course, you will see that brand activation is much more than clever communications or perfectly placed messages. You will begin developing your skills in brand activation by identifying and analysing a brand target market and ways you can amplify your message. You will outline a marketing communications approach specific to your brand and your target market that will lend itself to successful brand activation and execution.

# COURSE FEES AND SSG FUNDING SUPPORT

## Self Sponsored

Classification	Singapore Citizens (SCs) and Permanent Residents (PRs)	Singapore Citizens (SCs) Aged 40 and Above
Course Fee / Pax	S\$1000 with 50% Funding = S\$ 500	S\$1000 with 70% Funding = S\$300

- Eligible for SkillsFuture Credit if available

## Corporate Sponsored

Classification	SME (SCs & PRs)	NON- SME (SCs & PRs)
Course Fee / Pax	S\$1000 with 70% Funding = \$300	S\$1000 with 50% Funding = \$500

*SME: Company registered or incorporated in Singapore AND employment size of not more than 200 or with annual sales turnover of not more than \$100 million*

- Eligible for Absentee Payroll Funding if available
- \$4.50 per training hour capped at \$100,000 per enterprise per calendar year
- Eligible for SkillsFuture Enterprise Credit (SFEC) if available

In order to enjoy the funding, learners need to note and also fulfil the following requirements:

- Note the funding may change based on regulatory change. Please check with us or SSG.
- All final funding subject to SSG approval.
- Singapore Citizens or Permanent Residents (PR) of Singapore
- Attain at least 75% course attendance
- Successfully complete assessment and certified as competent



## **DR. JEROME JOSEPH,** **World No 2 Global Brand Guru**

He is an award-winning Brand and Customer Experience Strategist and Speaker focused on Brand Strategy, Brand Experience, Internal Branding, Personal Branding, Leadership and Customer Experience. With his past experiences as a CEO and Board Member of a publicly listed brand agency and group, Dr. Jerome brings real-life brand expertise to the stage. He is a best-selling author of 8 books on Branding with over 27 years of experience working with over 1000 brands, including Fortune 500 companies, in 37 countries. In 2022 he was recognised as the No. 2 ranked Global Brand Thought Leader in the world.

Dr Jerome's powerful combination of real-life consulting experience with Fortune 500 companies, global expertise and proven speaking skills makes him a sought-after speaker and trainer in the market. With his highly infectious personality, fast-paced and interactive style of speaking and storytelling, audiences can expect to be entertained while attaining a wealth of great insights. His keynotes and workshops are simply not to be missed!



**HEAD TRAINER PROFILE**

## WHY LEARN WITH THE GLOBAL BRAND ACADEMY?

### **Methodologies are based from real-life industry experiences**

The Global Brand Academy is part of The Brand Theatre Worldwide, a branding and marketing consulting firm with over 25 years of experience in the industry, helped 1000 brands, in over 35 countries. The methodologies are based on industry practices and strenuous trial and error activities to find the best strategies in Digital Marketing.

### **Case Study-based lessons**

The Global Brand Academy uses case studies from their experiences to demonstrate strategies and tactics. This enables the learner to have a real-life exposure to the industry that they are revolving in and easier to apply later.

### **Experience in cross industry and cross segment**

The Global Brand Academy has been helping organisations and individuals for over 25 years now. We have been exposed to various industries with different challenges and business models allowing us to experience multiple set ups. This allows us to come up with the best strategies and learning solutions appropriate for their businesses and challenges.

### **Led by a Global Thought Leader**

One of the key strengths of The Global Brand Academy is that it is led by a global industry practitioner. With his expertise in the market of more than 2 decades, Dr. Jerome Joseph brings in expertise based from experience and real life application.



LEARN MORE

For more information and support, you may contact:

**Dr. Jerome Joseph, Lead Trainer**

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# GLOBAL BRAND ACADEMY

Creating Branded People

Brand Strategy  
Internal Branding  
Branded Customer Experience  
Sales & Marketing

PART OF  
THE **BRAND** THEATRE  
WORLDWIDE

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Keynotes, Workshops, Consulting  
Over 27 Years, 37 Countries, 1000 Brands