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# Brand Management and Positioning

26 – 30 October 2026  
Trabzon





## Brand Management and Positioning

**Ref:** 1603\_10083 **Date:** 26 – 30 October 2026 **Location:** Trabzon **Fees:** 4800 GBP

Brand Management and Positioning is a 5-day senior brand course delivered by Mars Training Centre across our international training centres, from London and Paris to Milan, Madrid, and Dubai — designed for brand directors, marketing directors, and senior managers who own the strategic stewardship of a brand or brand portfolio.

A brand is an organisation's most durable commercial asset — and one of the most poorly managed. Most brands drift over time because no senior leader is explicitly accountable for the choices that build or erode brand equity: positioning, identity, architecture, and the daily decisions about what the brand will and will not do. This programme is built for senior leaders who carry that accountability and want a disciplined method for exercising it.

Across five focused days, you will work through the full brand-management discipline: brand strategy, positioning, identity systems, brand architecture in multi-brand groups, brand equity measurement, and the leadership behaviours that sustain a brand across decades. The programme uses case material from British, European, and Middle Eastern organisations and is built around your own brand context.

### What You Will Learn

By the end of this programme, you will be able to:

- Apply a structured brand-strategy framework to your business.
- Build a defensible positioning statement and brand promise.
- Design a brand identity system that holds together across channels.
- Manage a brand architecture in a multi-brand or group structure.
- Diagnose brand health using validated equity-measurement tools.
- Lead a brand through repositioning without losing its base.
- Govern brand consistency across markets, partners, and franchisees.
- Build a brand-led organisation, not just a brand-led marketing team.
- Evaluate sponsorship, partnership, and brand extension decisions.
- Defend brand investment as a financial asset, not a discretionary spend.

### How You Will Benefit

You will leave with a senior brand leader's playbook — positioning, architecture, identity, measurement — and a Mars Certificate of Completion.

Your organisation will gain a brand leader who can defend brand investment commercially, govern brand consistency rigorously, and steward brand equity as a long-term financial asset.



## Who This Programme Is For

This programme is designed for senior brand and marketing leaders, including:

- Brand Directors and Heads of Brand
- Marketing Directors with brand-portfolio ownership
- Senior Brand Managers preparing for director roles
- Group Marketing Leads in multi-brand organisations
- Commercial Directors in branded-goods businesses
- Family-business principals stewarding heritage brands
- Senior public-sector and destination-marketing leaders

The seniority floor is senior manager and above. The programme is delivered in person over five days in London, Paris, Milan, Madrid or Dubai and leads to a Mars Certificate of Completion.