

Workshop on Brand & Competitive Strategies



PROGRAM OVERVIEW

Strategic Brand Management has an extraordinary impact on the business performance of virtually every B2C and B2B organization. Strategically smart, tactically compelling brands are, by far and away, the most powerful asset in any company's portfolio. Those who learn how to successfully create and manage such assets - and those who work side by side with them - can have an enormous impact on a business, as proven by the brand masters at Apple, Samsung, BMW, Nike, Lux, Colgate etc. This program will focus on the analysis, development, and managing of brands, within the context of a larger framework of company-wide strategic planning.

TOPICS COVERED

- ✓ Building a premium global brand
- ✓ Frameworks for global brand planning
- ✓ Managing Brand Portfolios
- ✓ Launching a new brand and its impact on the overall brand portfolio
- ✓ Brand Architecture frameworks
- ✓ Brand Strategy and Implementation through the Marketing Mix
- ✓ Integrated Brand Strategy Planning and Implementation Process

WHO SHOULD ATTEND

Senior level Brand and Marketing Managers entrusted with the responsibility of planning and implementing strategies to build and manage brands.

TRAINER'S PROFILE



Prof. Wasim Azhar

Adjunct Faculty at IBA, Karachi & Faculty member in Marketing at Haas, Wasim Azhar teaches electives in Pricing Strategies, International Marketing and Channels Management as well as the core marketing course. Wasim won the Cheit Award for Best Teaching in the MBA program for 2007-8. He is a Director in the Center for Teaching Excellence at Haas and a designated Faculty Advisor and Coach who advises his faculty clients regarding design and delivery of courses. He is also a member of P-FACT, an elected faculty committee that advises the Dean on academic Policy and Planning. Wasim also taught at Stanford from 2001-2009 where he offered MBA elective courses in Global and International Marketing and Channels Management as well as the core marketing course for the Sloan program. He has taught in Executive Programs at Stanford and Berkeley including Program for Growing Companies and Strategic Marketing Management. He serves on several boards and is an Advisor to three overseas universities. Wasim was formerly a Professor of Business Policy and Marketing and Pro-Vice Chancellor at LUMS. He has taught executive programs in USA, Pakistan, India, Malaysia and Sri Lanka.

LEARNING OUTCOME

- ✓ Developing learning strategic planning skills to build both brands and companies;
- ✓ Building and launching a new brand
- ✓ Targeting and overtaking a premium brand
- ✓ Constructing a powerful and defensible brand portfolio
- ✓ Determining how brands in a variety of sectors manage to expand their footprints without losing their strategic focus
- ✓ Understanding and working with the multiple types and levels of brand positioning
- ✓ Capturing and conveying a brand's "voice" and "personality"
- ✓ Identifying the key steps necessary to create a brand that builds strong relationships with its customers
- ✓ Building a premium global brand

Testimonial

"Prof. Azhar taught Global Marketing & Global Branding in the Strategic Marketing Management Executive Program at the Stanford Business School. Prof. Azhar's sessions were considered extremely valuable by the executives who attended the program. He has the knack to engage executives effectively in case discussion.

Overall, I was very impressed by the teaching effectiveness of Prof. Azhar."

V. Seenu Srinivasan

Adams Distinguished Professor of Management, Emeritus Stanford Graduate School of Business, Stanford University

Past participants were from:

Aga Khan Health Services
Aga Khan University Hospital
Butt Brothers Transport
International Industries Ltd.
Interwood Mobel Pvt Ltd.
Nadia Textiles Ltd.
Pakistan Gums & Chemicals Ltd.
Service Sales Corporation Pvt. Ltd.
Sukkur-IBA

"An interesting course overall, and was effective in driving my thought process on the topic."

Program Participant

Workshop Fees

PKR 40,000/participant

Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments, Group Photograph & Business Networking.

Discount Policy

*10% Discount for 2 or more than 2 participants from the same organization

**15% Discount for 5 or more than 5 participants from the same organization

For Registration:

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