Strategic Brand Equity and Valuation Management Training Course



23 - 27 Nov 2026

Milan

5900 € (Per Person)

Ref: #MAR8286_145391

Course Introduction / Overview:

This intensive training course provides a comprehensive framework for understanding, measuring, and managing brand equity as a critical financial asset. In today's competitive marketplace, a strong brand is not just a marketing tool but a significant driver of shareholder value and long-term business success. This program bridges the gap between marketing initiatives and financial outcomes, equipping participants with the skills to strategically build and value their brand assets. Drawing upon the foundational principles articulated by leading academics like David Aaker in his seminal work, "Managing Brand Equity," this course delves into both the qualitative and quantitative aspects of brand management. Participants will explore how to translate brand strength into tangible financial metrics, enabling more informed strategic decision-making. At BIG BEN Training Center, we have designed this curriculum to move beyond theory, focusing on the practical application of brand valuation models and equity-building strategies that deliver measurable results and sustainable competitive advantage.

Target Audience / This training course is suitable for:

- Marketing Directors and Managers.
- Brand Managers and Strategists.
- Chief Financial Officers and Finance Managers.
- Business Development Executives.
- Corporate Strategy and Planning Professionals.
- Product Managers and Innovation Leaders.
- Investment Analysts and Portfolio Managers.
- Intellectual Property and Legal Counsel.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Fast-Moving Consumer Goods (FMCG).
- Technology and Software Services.
- Banking, Finance, and Insurance.
- Pharmaceuticals and Healthcare.
- Retail and E-commerce.
- Telecommunications.
- Automotive and Manufacturing.
- Consulting and Professional Services.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Marketing and Brand Management.
- Finance and Accounting.
- Corporate Strategy and Development.
- Product Development and Management.
- Sales and Business Development.
- Corporate Communications and Public Relations.
- Legal and Intellectual Property.
- Research and Development.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the core components of brand equity using established frameworks.
- Apply various brand valuation methodologies to determine financial worth.
- Develop robust strategies to build, manage, and protect brand value.
- Integrate brand strategy with overall corporate financial objectives.
- Measure the return on investment (ROI) of branding and marketing activities.
- Effectively communicate the financial value of brand assets to stakeholders.
- Manage brand architecture and extension strategies for optimal growth.
- Identify and mitigate risks associated with brand reputation and equity.
- Create comprehensive brand performance reports for senior management.
- Leverage brand equity to enhance customer loyalty and market share.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and results-oriented. We believe that adult learning is most effective when it combines theoretical knowledge with practical application. This course utilizes a blended learning approach, incorporating expert-led presentations, in-depth case study analyses of global brands, and interactive group discussions to foster collaborative problem-solving. Participants will engage in hands-on workshops and simulation exercises that challenge them to apply brand equity models and valuation techniques to real-world business scenarios. A significant emphasis is placed on peer-to-peer learning, allowing professionals from diverse backgrounds to share insights and best practices. Our expert facilitators guide participants through each module, providing personalized feedback and ensuring that the learning is directly applicable to their organizational challenges. The program is structured to move from foundational concepts to advanced strategic implementation, ensuring a comprehensive and actionable learning journey that empowers participants to drive tangible financial results through effective brand management.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Brand Equity

- Defining brand equity and its strategic importance.
- The role of brand equity in creating shareholder value.
- Understanding customer-based brand equity models.
- Key drivers of brand equity: awareness, loyalty, and associations.
- The relationship between brand identity, brand image, and brand equity.
- Analyzing the brand as a strategic and financial asset.
- Historical evolution of brand management concepts.

Unit Two: Measuring Brand Equity and Performance

- Qualitative research techniques for exploring brand perceptions.
- Quantitative metrics for tracking brand health and performance.
- Implementing brand tracking studies and dashboards.
- Key Performance Indicators (KPIs) for brand management.
- Analyzing brand loyalty and customer lifetime value.
- Conducting a comprehensive brand audit.
- Benchmarking brand performance against competitors.

Unit Three: Financial Brand Valuation Methodologies

- Introduction to the principles of brand valuation.
- The Cost Approach: historical cost and replacement cost methods.
- The Market Approach: comparable transactions and multiples.
- The Income Approach: royalty relief and discounted cash flow (DCF) methods.
- Selecting the appropriate valuation method for different contexts.
- Strengths and weaknesses of each valuation approach.
- Practical application of valuation models through case studies.

Unit Four: Managing and Leveraging Brand Equity for Growth

- Developing strategies to build and enhance brand equity.
- Managing brand architecture: branded house vs. house of brands.
- Strategies for successful brand extensions and line extensions.
- The role of branding in mergers and acquisitions.
- Managing brand portfolios for maximum impact and efficiency.
- Global branding strategies and local market adaptation.
- Protecting brand equity through legal and IP strategies.

Unit Five: Advanced Topics in Brand Asset Management

- Integrating brand metrics into financial reporting.
- The impact of digital transformation on brand equity.
- Managing brand reputation and crisis communication.
- The role of corporate social responsibility (CSR) in building brand value.
- Future trends in brand equity management and valuation.
- Communicating brand value to the C-suite and investors.
- Developing a strategic brand asset management plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of rapid digital transformation and shifting consumer values, how can traditional brand valuation models be adapted to accurately capture the worth of intangible assets like online community engagement and corporate social responsibility?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by holistically integrating the disciplines of marketing and finance, a synergy often overlooked in standard brand management programs. While many courses focus solely on the creative aspects of branding, our curriculum is built on the premise that a brand's ultimate value is financial. We provide participants with a dual lens, enabling them to not only build powerful brand narratives but also to rigorously quantify their impact on the bottom line using sophisticated valuation methodologies. The program emphasizes the practical application of complex theories through real-world case studies and financial modeling exercises, moving beyond abstract concepts to actionable strategies. Rather than just teaching what brand equity is, we focus on how to measure, manage, and leverage it as a strategic asset to drive corporate growth, influence investor perceptions, and secure a sustainable competitive advantage. This unique focus on the financialization of brand assets equips leaders to make more robust, data-driven decisions and to effectively articulate the value of marketing investments in the boardroom.