
Brand Management and Positioning





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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.