



SALES, MARKETING AND CUSTOMER ENGAGEMENT

Brand Management and Positioning

3 day course

Classroom, online or in-house

Course overview

A brand is what customers say about you when you are not present, and organisations spend on logos and colours while the actual experience contradicts everything the material claims. This course covers closing that gap. Delegates work through brand strategy including the promise being made and whether the organisation can keep it, positioning and differentiation in categories where products are broadly similar, and brand architecture across products, services and sub brands. Identity, guidelines and consistent application are covered, along with the discipline that keeps a brand recognisable. Brand equity measurement follows. Rebranding is addressed honestly, including when it solves nothing. The course closes on protecting a brand, on trade mark basics and on brand behaviour during a failure.

What you will learn

- Define a brand promise the organisation can actually keep
- Position and differentiate in a category of similar offerings
- Structure brand architecture across products and sub brands
- Apply identity and guidelines consistently
- Measure brand equity and track it over time
- Judge whether a rebrand will solve the actual problem
- Protect the brand and manage it through a failure

Who should attend

- Brand and marketing managers
- Communications and design staff
- Business owners building a brand
- Product managers and commercial leads
- Executives sponsoring brand investment

Course outline

- 01 What customers say when you are absent
- 02 Brand strategy and the promise
- 03 Positioning and differentiation
- 04 Brand architecture
- 05 Identity, guidelines and consistency
- 06 Brand equity measurement
- 07 Rebranding and when it solves nothing
- 08 Protection, trade marks and behaviour in a failure

Upcoming dates

Dates	Venue	Format	Fee per delegate
21 to 23 September 2026	Online	Online	R6,500
5 to 7 October 2026	Kigali, Rwanda	Classroom	USD 995
14 to 16 October 2026	Nairobi, Kenya	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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