

Kellogg on Branding

Strategies for building strong brands

In-person

Jan. 22-26, 2024

Miami Campus

October 7-11, 2024

\$9,950*

Live virtual

May 13-24, 2024

\$7,950*

Building strong brands is a challenging task. The complexity of branding decisions calls for a systematic approach to brand management — which is the hallmark of this popular program. In a series of structured lectures and interactive case discussions, Kellogg marketing experts will share with you a value-based brand-building framework that will help you build strong brands that create market value.

Brands are one of a company's most valuable assets — for many companies, the brand's value is greater than the value of the tangible assets themselves. In the current era of rapidly commoditizing products and services, brands have become the new frontier of competitive differentiation.

In this fast-paced, collaborative program, Kellogg faculty members — acknowledged thought leaders in branding — discuss cutting-edge theories and their practical application. You'll learn how branding can help you build a solid and enduring business; plus, you'll gain new insights into the importance and value of a strongly differentiated brand. You'll come away with knowledge and skills you can apply immediately to leverage your brand for increased customer loyalty, competitive advantage, and profitability.

You'll experience this program through our unique blended learning approach. Combining self-study with on-campus participation, you'll receive compelling video lectures and book chapters in advance to prepare you for in-class discussion.

“The program was enlightening and extremely relevant to my current role in managing brands. The combination of excellent faculty, engaging content, and the global and diverse pool of colleagues provided an optimal classroom experience!”

GROUP MANAGER, BRAND MARKETING, NEWELL BRANDS

Key benefits

- Understand how brands create value and how to use them to develop a sustainable competitive advantage
- Develop a systematic approach to brand management and a sound framework for building strong brands
- Learn how to craft distinctive brand positioning and how to communicate the brand story online
- Understand brand dynamics and the key principles of building brand portfolios
- Identify methods for evaluating your brand and measuring brand performance

Who should attend

- Managers who are responsible for brands and want to refine their skills
- Marketers looking to develop their capabilities in brand building
- Leaders who want to elevate the role of branding in their organization

Learn more and apply: kell.gg/kxbrand

* Your in-person program fee includes accommodations, meals and course materials. Dates and program fees are subject to change.

Program content

Overview

This program uses a blended approach to learning with some content delivered in advance via video lectures and reading material, allowing for interactive activities and case discussions during our time in-person. This approach helps facilitate learning by enabling participants to study at their own pace prior to visiting the Kellogg campus and fully engage in lively discussions with faculty and peers while in-person.

Building strong brands

- Develop a strategic marketing plan
- Define the strategy and tactics of your offering
- Create market value maps
- Learn how to brand experiential products

Designing the brand

- Define the brand name
- Develop the brand's intellectual property
- Create the motto and character
- Craft the product design and packaging
- Explore lifestyle, luxury and identity branding

Communicating the brand

- Engage with a visionary approach, authentic messaging and impactful design
- Establish ethical implementation
- Bring your brand to life through storytelling in a digital world
- Understand how to use social media effectively

Crafting brand architecture

- Design and manage brand and product portfolios
- Define brand hierarchy
- Understand co-branding as a tool for creating market value
- Develop a viable co-branding strategy
- Manage private label brand architecture
- Build brand portfolio strategies and omnichannel branding

Managing brand dynamics

- Learn how to manage brands over time
- Identify vertical and horizontal brand extensions
- Understand brand repositioning and realignment
- Design brand licensing opportunities
- Create branding at the bottom of the pyramid to capitalize on emerging markets

The faculty

To deliver this one-of-a-kind experience, Kellogg brings together some of its top-rated faculty. These thought leaders have extensive expertise and offer insights into brand management.

Tim Calkins

Co-Academic Director;
Clinical Professor of Marketing;
Associate Chair of the
Marketing Department

Alexander Chernev

Co-Academic Director;
Professor of Marketing

Julie Hennessy

Clinical Professor of
Marketing

*Please note:
Faculty is subject to change.*



Your learning experience

Whether you choose to join us in-person or participate in our dynamic live virtual programs, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

**When program registration requires additional accommodations, our staff will make all the necessary arrangements for participants to stay at a nearby hotel.*

Learn more and apply:
kell.gg/kxbrand

Consult with an Advisor:
execed@kellogg.northwestern.edu 847.467.6018