

Grow your career.  
Level up for the future.

## Strategic Branding in the Digital Age: Building, Communicating, and Revitalizing Your Brand

Better understand the principles of branding and study advanced strategies to measure, develop, extend and manage brands across digital and non-digital settings



## Strategic Branding in the Digital Age: Building, Communicating, and Revitalizing Your Brand

Research shows that a strong brand can contribute up to 80 percent to overall sales. This world-class program, taught by a top brand academic and consultant, gives you the latest academic thinking and practical applications to contribute meaningfully to ongoing marketing decision-making and the strategic branding of your organization's products and services. A customer's perception of your company and its brands can change very quickly. This program will give you advanced branding strategies to constantly reinforce your message and put your company ahead of the competition.

**Grow your career.**

**Level up for the future.**



3-day program



Book this program [online](#)





## Strategic Branding in the Digital Age: Building, Communicating, and Revitalizing Your Brand

Build a better branding strategy and differentiate yourself from the competition. SEEC Moments of Insight include:

- What cognitive science tells us about building strong brands. Differentiate your brand from your competitors to increase sales.
- Tools for measuring brand health and brand equity and techniques to elevate the importance of branding in the organization.
- Using the voice of the customer and mapping customer journeys to manage brand associations and build unique brands.



3-day program



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# Program Highlight



## 3 Days of Study

Rich learnings in just 3 days of study



## Stand-Out

Differentiate yourself from the competition



## Interactive

Hands-on and participatory



## Flexible Schedule

Modules available as standalone options



# Program Faculty



**Ajay K. Sirsi**

PhD

Ajay K. Sirsi is a marketing professor at the Schulich School of Business at York University, where he teaches marketing management, market research, marketing and sales strategies, branding, and marketing communications at the executive, masters, and undergraduate level. He is also a facilitator at Schulich ExecEd.

Ajay is the author of many books, including: *Marketing: A Roadmap to Success*, *A Manual for Instructors for Marketing A Roadmap to Success*, *Marketing Led – Sales Driven: How Successful Businesses Use the Power of Marketing Plans and Sales Execution to Win in the Marketplace*, *Marketing: Real People, Real Decisions*. His latest work, *Customer Segmentation*, is in progress.

Sirsi has also contributed many articles that have appeared in prominent academic and practitioner journals such as the *Journal of Consumer Research*, *Canadian Journal of Marketing Research*, the *Journal of Health Care Marketing*, the *Journal of Hospital Marketing*, the *Journal of Professional Services Marketing*, and *Marketing* magazine. He is a recipient of the prestigious Robert Ferber Award and the award for best article published in the *Journal of Consumer Research*. Sirsi has also presented his work at numerous international conferences.



**The program has been fantastic! I would recommend it to any marketing professional. Schulich – I will be back!**

**N. Rodgers**

Advertising Coordinator, Napoleon



**This program broadened my perspective on what a brand is and how to ensure we properly identify our brand in the market.**

**S. Burke**

Production, Atlantic Lottery



**This program has provided me with the theory I needed to help define and deliver an effective brand for my organization.**

**J. Vizza**

Director of Brand, Pen Financial Credit Union



**This program provides a good scope of brand concepts and framework that could be implemented in our daily activities back at work.**

**A. Suave**

Manager, Strategy and Corporate Marketing,  
Canada Post Corporation

# Program Content



## Branding Fundamentals

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- Brand image, brand identity, brand equity: how do they all come together?
- Why do customers buy brands? The power that comes from building strong, identifiable brands
- How brand messages impact marketing effectiveness, customer loyalty and sales

## Measuring The Health of Your Brand

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- Qualitative and quantitative tools to measure brand health
- Using digital strategies to measure brand health
- Using a brand report card to elevate the importance of branding in your organization

## Building Strong Brands to Differentiate Yourself From the Competition

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- Defining what business you are in and developing your brand's identity
- Understanding the difference between core and potential products
- Positioning your brand to set yourself apart from the competition

## Branding in a Digital World

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- Implications of digital and social media for brand managers
- Implementing brand identity using the marketing mix
- How to engage customers with digital marketing

# Program Content



## Revitalizing Your Brand

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- Brand extension strategies: opportunities and challenges
- How to avoid brand disruption by digital and competitive forces
- Strategies to keep your brand vital with your customers

## Bonus Feature!

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- Participants will create a customized brand plan using a 5-step process and receive one-to-one instructor feedback during the program



# Participant Profile

- Managers who oversee a product or service division
- Managers with brand management responsibilities
- Managers wishing to learn how strong branding strategies impact customer loyalty, competitive differentiation and profitability
- Business development managers
- Product and brand specialists
- Advertising and communications managers
- Strategic planners
- Agency executives and account managers



# Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

## **We are #1 Business School in the country**

We have the privilege of being ranked #1 and teaching top students from around the world.

## **Our Program is Unique**

Distinction from growing competition in the job market.

## **We Provide a Combination of Skill Specialization & Range**

Deepen your current skills and acquire new ones.





# About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

## We provide:

- Short program building an individual business skill that have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

## Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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