

## Seminar & Workshop: Basic Knowledge Brand Management

### Summary

- ✓ Course dates: October 12 - 13, 2023
- ✓ Course duration: 1.5 days
- ✓ Language: German
- ✓ Location: Berlin
- ✓ Certificate: Certificate of Participation
- ✓ Format: On-site
- ✓ Lecturer: Prof. Dr. Nancy Wunderlich, Dr. Julia Rötzmeier-Keuper
- ✓ Price: 975 €

### Course overview

This one-day workshop is designed to provide participants with the basics of modern brand management and gives an in-depth insight into the impact mechanisms of brands.

### Course content

- ✓ What is a brand?
- ✓ Brand perception methods
- ✓ Brand steering wheel and its application
- ✓ Findings for your own brand
- ✓ Development of a brand steering wheel based on own brand or fictitious brand
- ✓ Recording of own brand perception, uncovering differences in perception and deriving development strategies

This course is an integrated day workshop with units of both theoretical input and practical application. The course is divided into approximately 4 hours on each of these aspects and will actively facilitate interaction and exchange among participants.

### Dates

October 12 - 13, 2023 (on-site in Berlin).

### Booking and contact

Register here: <https://www.academy-tu.berlin/en/courses/short-courses>

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: [info@academy-tu.berlin](mailto:info@academy-tu.berlin). We hope to see you In Berlin - or online - very soon!