

## Seminar & Workshop: Basic Knowledge Brand Management

### Summary

- ✓ Course dates: July 24 - 26, 2024
- ✓ Course duration: 3 days
- ✓ Language: German
- ✓ Location: Berlin
- ✓ Certificate: Certificate of Participation
- ✓ Format: On-site
- ✓ Lecturer: Prof. Dr. Nancy Wunderlich, Dr. Julia Rötzeimer-Keuper
- ✓ Price: 1400 €

### Course overview

This course aims to transform the perspective on brand management of its participants. Before delving into the depths of brand experience, participants take a brief look at its foundation - the fundamental knowledge of brand management.

Brands are more than just logos, they are living stories that evoke emotions and shape identities. In this intensive 3-day workshop, participants will collectively explore the building blocks of these stories, from basic methods for measuring brand perception to the application of the powerful concept of the brand steering wheel. This workshop will provide participants with the knowledge and skills to elevate their brand management to a new level.

### Course content

- ✓ What is a brand?
- ✓ Methods for brand perception
- ✓ Brand steering wheel and its application
- ✓ Insights for one's own brand
- ✓ Developing a brand steering wheel for one's own or a fictional brand
- ✓ Capturing one's own brand perception, uncovering perceptual differences and deriving development strategies
- ✓ Dimensions of customer experience and their capture in customers
- ✓ Process model of customer experience method customer journey map and application to exemplary brands Insights for managing the customer brand experience
- ✓ Insights for the management of the customer brand experience

The course is divided into a theoretical and a practical component, each lasting approximately 12 hours.



TU BERLIN ACADEMY FOR PROFESSIONAL EDUCATION

### **Dates**

July 24 - 26, 2024 (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!