



Executive
Education

Brand Strategy

Leverage new techniques and frameworks
to tell the story of your brand.



At LSE Executive Education, we see the world as interconnected.

We are not just another business school. As a leading social sciences university, we believe a multidisciplinary approach and understanding is fundamental to success across sectors, corporations and organisations.

LSE has been a pioneer in providing executive education for professional development since our inception in 1895. Founded to know the causes of things for the betterment of society, LSE's mission remains as

relevant today as ever—our global influence extends beyond the business world, with 37 world leaders and 18 Nobel prize winners having taught or studied at LSE.

We take an unashamedly intelligent approach to executive education. Rated number one in the UK by the Research Excellence Framework, our world-class research and outstanding faculty shape the LSE Executive Education learning experience. We forge leaders who shape our world, change-makers who see the power in exploring the cause of things, and executives who know that if you want to influence tomorrow, you need to understand today.

This is the LSE Advantage.

Brand Strategy

Connect, engage and drive your market lead.

Research shows that firms with well-managed brands see higher returns than others, they are the firms that build trust and forge a loyal and engaged customer base. In our ever-evolving digital world, organisations that fail to nurture their brand will rapidly lose out to competition.

Brand Strategy walks you through the fundamental principles of branding, while grounding you in the ways in which digital technology is revolutionising brand management. This programme empowers you to pinpoint your brand's identity and take your brand strategy to a completely new level.



5 Days in length



World class faculty



Central London location

Key Topics

Positioning: A battle for the mind

- Understand how to build traction in the mind
- Explore brand salience
- Investigate the neuroscience: how brands "live" inside our minds.

Brand measurement

- Learn how to quantify a brand: assigning an economic value
- Analyse state-of-the-art measurement techniques that help understand and quantify brands
- Meet the global director of brand and business valuation at Interbrand and train in brand

strength methodology and brand valuation.

Differentiation

- Determine why innovation is rarely picked up by customers, and quickly copied by competitors
- Explore and apply the strategies that genuinely stand out with your customer base.

Culture and Brand Values

- Understand how brand values are our filters for decision making: They highlight what we find important and influence the 'modus operandi' of the corporation

- Learn how to detect and leverage the current 'living values' in an organisation.

Identity Design

- Learn how to build and deconstruct a brand identity into its various components
- Take a deep dive into sonic branding with a guest speaker from Massive Music and explore how sound can shape a brand identity.

Brands in a Digital Context

- Explore how to take advantage of the new digital reality to proliferate brand both off and online.

Attendee Profile

Who is this programme suitable for?

Brand Strategy is designed for executives from both marketing and non-marketing roles and from a diversity of industries, profit and not-for-profit.

Participants include:

- Marketing Professionals: marketing & brand managers, directors and CMOs
- Entrepreneurs, Managing Directors and Not-for-Profit Managers
- Professionals: designers, strategic planners, P.R. publicists, communication advisors and research analysts



Timetable →

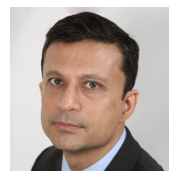
Participants from over 60 countries:



Participants from various industries:

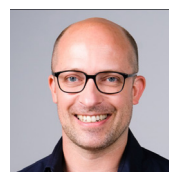


Faculty



Professor Amitav Chakravarti

Prior to his appointment at LSE, Professor Chakravarti was an Associate Professor at the Stern School of Business, New York University. He has also served on the faculties of MIT Sloan School of Management, Johnson School of Management, Cornell University, and University of California, Riverside.



Professor Guido van Garderen

A thought leader and speaker on Nation and City Branding, Professor Guido van Garderen has had his research published in Journals such as the Harvard Kennedy School Review and given guest lectures on brand strategy around the globe. Along side his teaching, he works as Strategy Director for renowned agencies such as Interbrand, Resonance and DDB.



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How to apply

To submit an online application and find details of our latest dates and fees please visit

Apply →

Contact us

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