

Brand Management (BM)

A two-day long training program by IBA, University of Dhaka

Building, Growing, and Sustaining Powerful Brands

In a crowded and fast-moving marketplace, a strong brand is one of the most valuable assets an organization can own. It shapes customer perception, commands premium pricing, builds loyalty, and drives long-term growth. The two-day Brand Management program at IBA is designed to give managers and marketers a practical, structured understanding of how great brands are built, positioned, and sustained—and how to translate brand strategy into measurable business results.

Course Overview

This intensive two-day program takes participants through the complete brand management cycle, from understanding what a brand truly is to building brand equity that lasts. Participants will explore how to define brand positioning and identity, craft a compelling brand promise, and align every customer touchpoint with the brand strategy. The curriculum blends established frameworks—such as brand equity models, positioning maps, and the customer-based brand value chain—with real-world cases from local and global markets. Through hands-on exercises, participants will learn to audit a brand, develop a positioning strategy, manage brand architecture and extensions, and measure brand performance. The course emphasizes application over theory, equipping participants to make confident brand decisions in their own organizations.

Core Competencies You Will Gain

Upon successful completion of this course, you will be better prepared to:

- Articulate what a brand is and how it creates measurable business value.
- Develop a clear positioning strategy that differentiates the brand in its market.
- Define a coherent brand identity, personality, and promise across touchpoints.
- Design brand elements and communications that build strong, favorable associations.
- Make informed decisions on brand architecture, extensions, and portfolio management.
- Revitalize, reposition, or defend a brand as market conditions change.

Who Should Attend?

This course is ideal for:

- Marketing and brand professionals seeking to strengthen their strategic brand skills.
- Product, category, and communications managers responsible for brand outcomes.
- Entrepreneurs and business owners building or repositioning their own brands.
- Professionals from sales, digital, and customer experience functions who influence the brand.
- Executives from both public and private sector organizations.

Sharpen your ability to build brands that stand out, earn loyalty, and deliver lasting value. Enroll in the Brand Management program at IBA and take the next definitive step in your professional journey.

Eligibility Criteria

Prospective candidates must fulfill the following criteria for admission:

- Bachelor's degree in any discipline; and,
- Minimum 2 (two) years of work experience with reputed organization/s (work experience can be relaxed for exceptional candidates).

Application Procedure

Candidates fulfilling the above requirements should apply using the prescribed application form available at <https://mdp.iba-du.edu/bm>. Only short-listed candidates will be called on a rolling basis.

Admission & Course Fee

Eligible candidates will be called to appear before an interview board for final selection. Selected applicants will have to pay total Tk. 15,000 as course fee and the payment is to be made in bank draft or pay order drawn in favor of 'MDP, IBA, DU'.

Assessment & Certification

The course assessment will be done through individual and group assignments and case studies. On successful completion of the course, participants will be awarded a certificate issued by IBA, University of Dhaka. A minimum of 70% class attendance is mandatory for receiving the certificate.

Key Resource Persons

The resource persons for the program comprise faculty members from IBA, University of Dhaka and authorized training partners. Leading branding and marketing practitioners from the industry will also conduct sessions.

Contact Details

For application and other information please contact:

Management Development Program (MDP)

Room# 402, IBA

University of Dhaka, Dhaka 1000

Cell: +88-01766993390, +88-01726885329

E-mail: mdp@iba-du.edu

Website: <https://mdp.iba-du.edu>

Course Moderator

Professor Dr. Khaled Mahmud, IBA, University of Dhaka

PhD (IIT, DU)

MBA (Bentley University, Massachusetts, USA), Fulbright Business Fellow

MBA (IBA, DU)

BSc in CSE (BUET)