



Business - How to Develop a Successful Brand

Build your business's reputation and increase sales by developing a strong, successful brand.

Course Code: UXPKAB09

Start Date: Thu 16 June 2022

Weeks: 1

Time: 09:30 - 12:30

Fee: £10 *

Overview

The course will be an interactive session aimed at developing a strong, successful brand for your small business. You will explore your brand values and how to promote them throughout your business. A successful brand leads to a successful reputation, which in turn leads to increased consumer confidence. Consumers want to use brands they can trust, so getting your brand right is essential.

- How To Develop your Brand
- How To Establish your Brand Values
- How To Create an Effective Logo & Brand Presence
- How To Ensure Consistency of your Brand Across your Product/Service Range
- How To Protect your Brand

* Fee remission available on this course