JUPITER PRIME

Consulting • Training • Advisory

جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

Advanced Mini MBA in Brand Strategy and Marketing Finance Course

19 – 30 April 2027
Madrid

Advanced Mini MBA in Brand Strategy and Marketing Finance Course

Ref: 508_18782 **Date:** 19 – 30 April 2027 **Location:** Madrid **Fees:** 9500 GBP

Mini MBA in Brand Strategy and Marketing Finance is an advanced 2-week training course for marketing directors, brand managers and senior marketers moving into general management, leaving with a Brand Strategy and Marketing Business Case ready for board review. Boards now judge brands as financial assets and expect marketing leaders to speak the language of profit, cash and risk. Jupiter Prime Training offers this course to marketers preparing for the leadership table.

Why Mini MBA in Brand Strategy and Marketing Finance Matters Now

Three forces push brand leaders toward general management: investors and boards who value intangible assets alongside plant and property, procurement-minded finance teams that question every line of marketing spend, and customers whose experience across touchpoints now defines brand reputation. Brand owners who link equity to cash flow win budget and influence strategy; those who report only awareness lose both. The course rests on ISO 20671 for brand evaluation principles and ISO 10668 for monetary brand valuation, together with established models of brand architecture, customer-based brand equity and marketing return on investment.

Who Gains Most from Mini MBA in Brand Strategy and Marketing Finance

- Directors who own a brand portfolio's profit and loss and annual investment case
- Brand leaders who decide architecture, extensions and licensing across markets
- Senior marketers stepping into business unit or general management roles
- Customer experience owners who shape service standards behind the brand promise
- Commercial finance partners who evaluate marketing and brand investments

A leadership group that runs a multi-brand portfolio gains most when its marketing, finance and customer experience heads attend together and agree a shared language for brand value.

Mini MBA in Brand Strategy and Marketing Finance Capabilities

Participants learn to defend brand decisions with the financial logic that boards and investors use.

- Design a brand architecture that clarifies master, endorsed and stand-alone brands — portfolio owners rationalising ranges
- Assess brand equity with customer-based and financial measures aligned to ISO 20671 — boards monitoring intangible assets
- Calculate marketing return on investment, payback and contribution margin — finance directors approving budgets
- Weigh brand extension, acquisition and divestment options — executive committees reshaping the portfolio
- Specify customer experience standards that deliver the brand promise — operations and service leaders
- Build a board-ready business case linking brand strategy to profit and cash — chief executives and investors

Key Mini MBA in Brand Strategy and Marketing Finance Terms

- Brand equity — the added value a brand name gives a product, seen in customer preference, price premium and loyalty.
- Brand architecture — the way an organisation structures and names its brands, from a single master brand to a house of brands.
- Brand valuation — estimating a brand's monetary worth using income, market or cost approaches, as framed by ISO 10668.
- Marketing return on investment — incremental profit generated by marketing spend, divided by that spend.
- Customer lifetime value — the net profit a customer is expected to generate over the full relationship.
- Brand extension — using an established brand name to launch a product in a new category or segment.

Mini MBA in Brand Strategy and Marketing Finance Day by Day

Day 1: Marketing in the General Manager's Agenda

- Marketing's Role in Enterprise Value Creation — Linking Brands to Shareholder Returns
- Strategic Planning Cycle Integration — Aligning Marketing With Corporate Strategy
- Stakeholder Map for Brand Decisions — Balancing Board, Finance and Operations Views
- Growth Strategy Options — Comparing Organic, Partnership and Acquisition Routes
- Marketing Leadership Scorecard — Defining What the Board Expects

Day 2: Brand Strategy Foundations

- Brand Purpose and Promise Definition — Anchoring Decisions in a Clear Idea
- Brand Positioning Pyramid — Connecting Attributes, Benefits and Values
- Brand Identity Prism — Shaping Personality, Culture and Self-Image
- Competitive Brand Benchmarking — Locating Distinctive Assets
- Brand Strategy Statement — Setting Direction for Every Function

Day 3: Brand Architecture and Portfolio Choices

- Branded House Versus House of Brands — Choosing the Portfolio Structure
- Endorsement and Sub-Brand Rules — Managing Naming Across Ranges
- Brand Extension Fit Testing — Predicting Dilution and Spillover Risk
- Portfolio Rationalisation Matrix — Deciding Which Brands to Invest or Retire
- Co-Branding and Licensing Agreements — Extending Reach While Protecting Equity

Day 4: Measuring Brand Equity

- Customer-Based Brand Equity Model — Tracking Salience, Meaning and Resonance
- ISO 20671 Brand Evaluation Principles — Structuring Inputs, Dimensions and Indicators
- Brand Health Tracker Design — Selecting Funnel and Imagery Metrics
- Price Premium and Loyalty Measures — Showing Equity in Commercial Terms
- Brand Equity Reporting — Presenting Intangible Performance to Directors

Day 5: Brand Valuation and Financial Language

- ISO 10668 Monetary Brand Valuation — Comparing Income, Market and Cost Approaches
- Royalty Relief Method — Estimating Brand Earnings From Licensing Rates
- Brand Contribution Analysis — Isolating Earnings Attributable to the Brand
- Discount Rates and Brand Risk — Reflecting Strength in Valuation
- Intangible Asset Disclosure — Communicating Brand Value to Investors

Day 6: Marketing Finance and Return on Investment

- Marketing Profit and Loss Statement — Reading Gross Margin and Contribution
- Marketing ROI and Payback Calculations — Comparing Campaigns and Channels
- Customer Lifetime Value Economics — Setting Acquisition and Retention Budgets
- Pricing Power and Margin Bridges — Explaining Profit Movements to Finance
- Marketing Budget Zero-Basing — Defending Spend Line by Line

Day 7: Customer Experience and Brand Delivery

- Customer Experience Blueprint — Aligning Moments of Truth With the Brand Promise
- Net Promoter and Effort Scores — Linking Experience to Revenue Retention
- Internal Branding and Employee Advocacy — Making Staff Deliver the Brand
- Service Recovery Standards — Protecting Equity After Failure
- Omnichannel Consistency Audit — Checking Brand Expression Across Touchpoints

Day 8: Growth, Innovation and Market Expansion

- Innovation Funnel Governance — Prioritising Brand-Led Product Ideas
- International Brand Adaptation — Deciding What to Standardise or Localise
- Mergers and Brand Integration — Choosing Rebrand, Merge or Retain
- Digital Brand Building — Managing Reputation in Social Channels
- Sustainability and Brand Trust — Avoiding Greenwashing Claims

Day 9: Leading the Marketing Organisation

- Marketing Operating Model Design — Centralising or Devolving Brand Decisions
- Agency Roster and Partner Management — Structuring Fees and Accountability
- Marketing Capability Framework — Building Skills for Future Brand Needs
- Cross-Functional Influence — Winning Support From Sales, Finance and Operations
- Brand Risk and Crisis Readiness — Protecting Reputation Under Pressure

Day 10: Practising the Brand Strategy and Marketing Business Case

- Portfolio and Architecture Recommendation — Applying Day Three Choices
- Brand Equity and Valuation Summary — Combining Customer and Financial Evidence
- Investment, ROI and Risk Scenarios — Testing the Case Under Pressure
- Board Paper Structure — Leading With Decision, Value and Risk
- Brand Strategy and Marketing Business Case — Presenting for Board Approval

Applying Mini MBA in Brand Strategy and Marketing Finance After the Course

- Rebuild one brand's marketing profit and loss with the finance partner and agree contribution and ROI measures for the next budget round.
- Run a brand architecture review of the portfolio and recommend which sub-brands to strengthen, merge or retire.

Mini MBA in Brand Strategy and Marketing Finance Questions FAQ

What is a Mini MBA in brand strategy and marketing finance and why does it matter now?

A Mini MBA in brand strategy and marketing finance combines brand strategy with the finance and leadership skills of general management. It matters now because boards treat brands as assets and expect marketing leaders to prove value in profit, cash and risk terms.

Which roles gain most from a Mini MBA in brand strategy and marketing finance?

Marketing directors, brand managers and senior marketers moving into general management gain most. A consumer goods group uses it to rationalise its brand portfolio, while a bank applies it to value its brand and align customer experience after a merger.

How does a Mini MBA in brand strategy and marketing finance differ from a marketing skills course?

A Mini MBA in brand strategy and marketing finance works at board level. A marketing skills course builds segmentation, positioning and campaign planning; this course adds brand architecture, equity measurement, brand valuation, marketing finance and the leadership of a marketing organisation.

What do you bring back from a Mini MBA in brand strategy and marketing finance?

You bring back a board-ready case for your brand or portfolio. It sets out architecture choices, equity and valuation evidence, investment and ROI scenarios, and the risks directors will want to test before they approve.

Mini MBA in Brand Strategy and Marketing Finance: The Way Forward

The Brand Strategy and Marketing Business Case first informs whether the board increases, holds or redirects investment in the brand portfolio. Marketing directors, finance partners and chief executives use it to agree priorities and measures. After its first board cycle, the valuation assumptions merit review, because actual price premium and loyalty data often shift the brand's contribution estimate.