

The most disruptive course in
Brand & Marketing Management

B—BRAND MASTER

SEPT—DIC 2025



Industry Experts

**16 Global
Brand Leaders**

Hands-on

**16 Real-Life
Case Studies**

Accelerated Program

12 Weeks

Dynamic Class Schedule

24 Sessions

Master Brand Management through a practical, expert-led approach to real-business world challenges with real-life brand insights from Top Industry Leaders.

“B—Brand Master” is offering you unprecedented access to 16 brand leaders from world-renowned global brands like Unilever, Nestlé, Asics, Mozilla, Nivea, Beiersdorf... You will work on real-world brand challenges provided directly by these companies, enabling you to develop practical,

actionable brand management solutions in a collaborative, feedback-driven environment. Each session includes personalized feedback from the brand manager, making this course a direct line for you to privileged industry insider knowledge.

Unique Value Proposition

**Master Brand & Marketing
Management through interactive,
Real-World Case Studies and
feedback from Industry titans.**

The unique value of our course lies in its focus on real-world application. You will work on live brand challenges, solving problems and crafting strategies that mirror the complexities of the actual business environment. Unlike theoretical learning, this course enables you to develop and test your solutions in real-time with insights and feedback from 16 top-tier brand managers. This interactive approach ensures you to not only learn strategies that work but also gain first-hand experience dealing with high-level brand issues, building skills that can immediately be applied to your own career.

By the end of the course, you will have built a portfolio of case solutions, gained industry connections, and developed practical expertise that sets you apart in the competitive field of brand management.

The Case Methodology

At B—Brand, we believe the best way to master brand and marketing management is by actively engaging in decision-making through real-world brand challenges, not by passively receiving lectures or theoretical content.

Our methodology is dynamic, collaborative, and rooted in critical thinking, ensuring that knowledge sticks longer and equips students with the tools to navigate complex business scenarios.

Methodology Principles

1. No Masterclasses – Active participation is key

Instead of passive lectures, our students take an active role in every session, contributing their ideas and solutions to dynamic discussions. By taking ownership of their learning process, students not only understand key concepts but also learn how to communicate and defend their decisions effectively.

2. Learning by doing – Making decisions by deciding a lot

The best way to learn how to make good decisions is by making them repeatedly. Each session begins with a simple but profound question: "What would you do?" Through this hands-on approach, students develop the confidence and critical judgment necessary to tackle professional challenges.

3. Connect theory to practice – Real companies, real challenges

Our case studies are launched from real companies, featuring practical dilemmas and top-quality brand challenges. These cases are designed to be relevant, compelling, and globally significant, ensuring that students gain practical experience addressing real-world problems.

4. Leverage classroom diversity

The classroom becomes a rich ecosystem of perspectives, thanks to its diversity of cultural backgrounds and professional experiences. This variety allows students to learn from multiple viewpoints, broadening their understanding and sharpening their analytical skills.

5. Enrich critical judgment

By analyzing brand problems, debating solutions, and presenting actionable strategies, students learn to balance perspectives and build consensus. Since there's rarely a single right answer, this method sharpens critical thinking and highlights the complexity of strategic decisions.

How the Case Methodology works

1. Preparation

- Students are divided into small groups to study, analyze, and develop strategic solutions for a real-life brand case.
- Each group explores the challenge in depth, considers various approaches, and formulates a reasoned prognosis, enhancing their ability to think critically and collaborate effectively.

2. Classroom debate

- During the session, the professor facilitates and guides the discussion together with input from the Brand Guest, rather than delivering answers.
- Each group presents their findings, and the professor encourages active participation from the entire class, fostering a deeper exploration of diverse perspectives and approaches.

3. Reflection and learning

- The process of presenting, debating, and defending ideas helps students gain confidence in decision-making.
- Through this collaborative learning environment, participants connect theoretical frameworks to real-world business challenges while honing their problem-solving and communication skills.

What makes B–Brand’s Case Methodology Unique

At B–Brand, we prepare you for the strategic decision-making challenges of tomorrow by making you face the realities of today. By embracing an active, participatory,

and problem-solving approach, we ensure that every student graduates with the skills and confidence to build future-proof brands.

1

Real-World Scenarios

We only work with real brand cases from top companies, ensuring relevance and practical applicability.

2

Collaborative Diversity

The diversity of ideas, experiences, and perspectives in the classroom enriches the decision-making process.

3

Practical Focus

Students develop managerial capabilities like analyzing problems, presenting solutions, and deriving conviction from their ideas.

4

Realistic Environment

Students learn to make business decisions in a safe academic setting, preparing them for the pressures of real world management.

5

Active Learning

Students are not passive recipients but active contributors, shaping the outcomes of each session.

6

Strategic Mindset

Exposure to complex brand challenges helps students think long-term, link business and brand strategy, and make decisions that drive growth.

Course Structure

| | | |
|--------|---|--|
| Module | 1 | Introduction & Foundations of Brand Management <ul style="list-style-type: none"> — What is Brand Management? — Brand Strategy fundamentals — Brand Identity and Positioning — Building a Brand from scratch |
| Module | 2 | Market Positioning and Brand Differentiation - Developing Sustainable Brand Strategies <ul style="list-style-type: none"> — Market Research and Analysis — Long-term Brand Strategy — Understanding Market Positioning — Brand DNA and Identity |
| Module | 3 | Brand Launch and Growth - Consumer Insights and Brand Engagement & Launching new products <ul style="list-style-type: none"> — Brand extension and Innovation — Customer-centric Brand Development — Building Brand Loyalty and Engagement |
| Module | 4 | Building and maintaining Brand Loyalty - Digital Branding and Social Media Strategy <ul style="list-style-type: none"> — Customer-Centric Branding — Building Brand Trust and Engagement — Digital Platforms and Brand Consistency — Social Media Strategy for Brands |
| Module | 5 | Brand Crisis Management and Legal Aspects of Brand Management <ul style="list-style-type: none"> — Handling Brand Crises — Legal Aspects of Brand Management |

Target Audience

Professionals looking for a career shift.

Do you have experience in other areas of business and want to transition into brand management or marketing? Do you need practical skills and knowledge to make the move?

Aspiring Brand Managers:

Are you looking to start a career in brand management and want to build foundational and practical knowledge in the field. The course will provide you with real-world experience helping you to fast-track your entry into the industry.

Marketing Professionals:

Are you a mid-level marketing professional seeking to advance your career by gaining specialized expertise in brand management? You will learn how to develop brand strategies, handle crises, and build brand loyalty, which will be directly applicable to your current role.

Creative Strategists:

Do you who work in advertising, content creation, or creative direction and want to enhance your ability to develop and manage brand identities. This course will teach you how to apply creativity to create future-proof brands, guided by real feedback from top brand managers.

Entrepreneurs and Business Owners:

Are you an Entrepreneur looking to establish or grow your own brand? Be Brand will provide you with the tools to craft a compelling brand identity, launch products successfully, and position your brand effectively in the market.

Graduates in Marketing, Business, or Communications

Are you a recent graduate or final-year student who wants to differentiate in a competitive job market by gaining hands-on experience in brand management, directly from top industry leaders?

Consultants in Marketing and Branding:

Are you a professional working with various companies as external consultant in brand strategy, marketing, or business development. Be Brand will enhance your knowledge of cutting-edge strategies and provide you with actionable insights that you can offer your clients.

Corporate Managers and Executives:

Are you a company leader who needs a bit better understanding of how effective brand management can drive your business growth? You will gain insights into how brand equity impacts your market positioning and long-term success, and how to implement it in your decision-making.

Product Managers:

Are you working in product management and want to understand how brand management intersects with product strategy? The course offers a deeper look into integrating branding principles into launches, extensions, and market positioning.

Key Responsibilities of a Brand Manager

✓ Brand Strategy Development

Creating a brand identity and positioning that resonates with the target audience. Analyzing market trends and customer preferences to design a unique brand image.

✓ Market Launch Campaigns

Managing and overseeing the launch of new products to ensure they are introduced effectively into the market. Create promotional materials and strategies.

✓ Brand Extensions and Revivals

Expanding the brand into new markets and/or product categories. Revitalizing older brands or products to make them relevant to modern consumers.

✓ Customer Retention and Trust Building

Fostering customer loyalty by maintaining consistent quality and aligning the brand with consumer values.

✓ Market Analysis

Conducting statistical and market research to understand consumer needs and competitors. Using data to adjust strategies, forecast sales, and identify opportunities for growth.

✓ Increasing Brand Recognition

Enhancing the visibility and recognition of the brand through advertising, social media, and partnerships. Creating brand experiences that engage customers and drive loyalty.

✓ Crisis Management

Handling brand-related crises, such as product recalls or negative press. Communicating transparently with the public and customers to maintain trust.

✓ Legal Trademark Protection

Ensuring the brand is protected legally through trademarks and intellectual property management.

Top Industry Leaders



Robin Karakash
Former Vice President Marketing Europe at Mozilla, Firefox and Pocket



Andreia Vaz
Global Head of Brand & CX at WORTEN (Board Member); former Director of Marketing & Innovation & Board Member at Nespresso



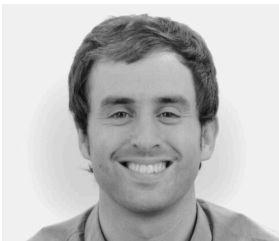
Paul Neutzner
Global Head of Brand Outdoor at ON; former Marketing Director Europe at Patagonia, Brand Manager EMEA at Nike Basketball



Dánae Malet
Global Product Director at Buff; former Brand Manager Fossil Group (Armani & DKNY)



Sebastian Ballester
Marketing Manager at ASICS IBERIA



Joaquin Roca
Consumer Journey & Media Lead – Nutrition Europe at Nestlé



Ruben Navarro
former Chief Marketing & Brand Officer at Wallapop, CMO at Rockstar Energy Drink, Director Brand Marketing EMEA, Football & Esports/Gaming at NIKE



Massimo Mazza
Global Marketing Director at Roberto CAVALLI; former Marketing Director at DSQUARED2, Marketing Director at TOD'S (Hogan & Fry)



Felix Eggert
Founder & Public Relations Consultant of Frontiers Strategic Communications; former Head of Global PR & Communications at Glovo (Delivery Hero Group)



Carlota Lamiel
Country Business Leader Ben & Jerry's Spain; former Brand Manager Ice Cream at Unilever, Global Brand Manager at AC Marca, Co-Founder Marino Bcn



Darren McKoy
Global Vice President of Product Design and Creative Direction at Timberland



Araceli Escobedo
Head of Brand at Urban Sports Club; former Head of International Marketing at Urban Sports Club



Jordi Puig
Corporate Marketing Manager at Cantabria Labs; former Global Marketing Manager at MartiDerm



Alejandro Medina
Global Marketing Manager - Spirits Portfolio at Familia Torres



Eduardo Camina
Country Manager Iberia at fritz-kola; former Project & Development Director at Goiko



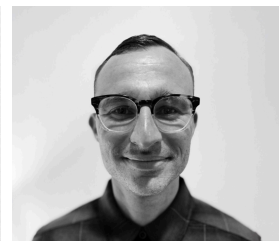
Maria Diez
Brand Manager at WMF; former Marketing & Product Manager at SMEG



Tobias Groeber
Executive Director Business Unit Consumer Goods at Messe Munich



Nadia Kokni
former Vice President Global Mkt & Comms at Hugo Boss, Global Group Mkt Director CMO at JD Group, Vice President Global Mkt at Tommy Hilfiger, Global Mkt Director at H&M (Cheap Monday)



Nicholas Street
Chief Marketing Officer at Marshall Group; former Vice President Global Integrated Marketing at VANS



Bernd Wewer
Director Marketing & Innovation Derma Asia at Beiersdorf; former Global Director Brand Strategy and Growth at NIVEA

Price

**Choose your journey: join us in person for the full immersive experience, or online for maximum flexibility. Same impact, tailored to your lifestyle.
Two ways to master the brand game. Same power. Your call.**

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| Option In Person | 3.950 € |
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| -20% Early Bird | 3.550 € |
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Explore with no commitment — enjoy 20% off until 30.06.25

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| Option Online | 3.350 € |
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| -20% Early Bird | 2.950 € |
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Explore with no commitment — enjoy 20% off until 30.06.25

Agenda

12 weeks – 2 sessions per week
24 Sessions – 2 hours/session

16 September - 04 December 2025

Tuesdays & Thursdays 19.00h – 21.00h

Thursday — Presentation & pre-preparation of new case study
Tuesday — Feedback and discussion with invited Brand Leader

Contact

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