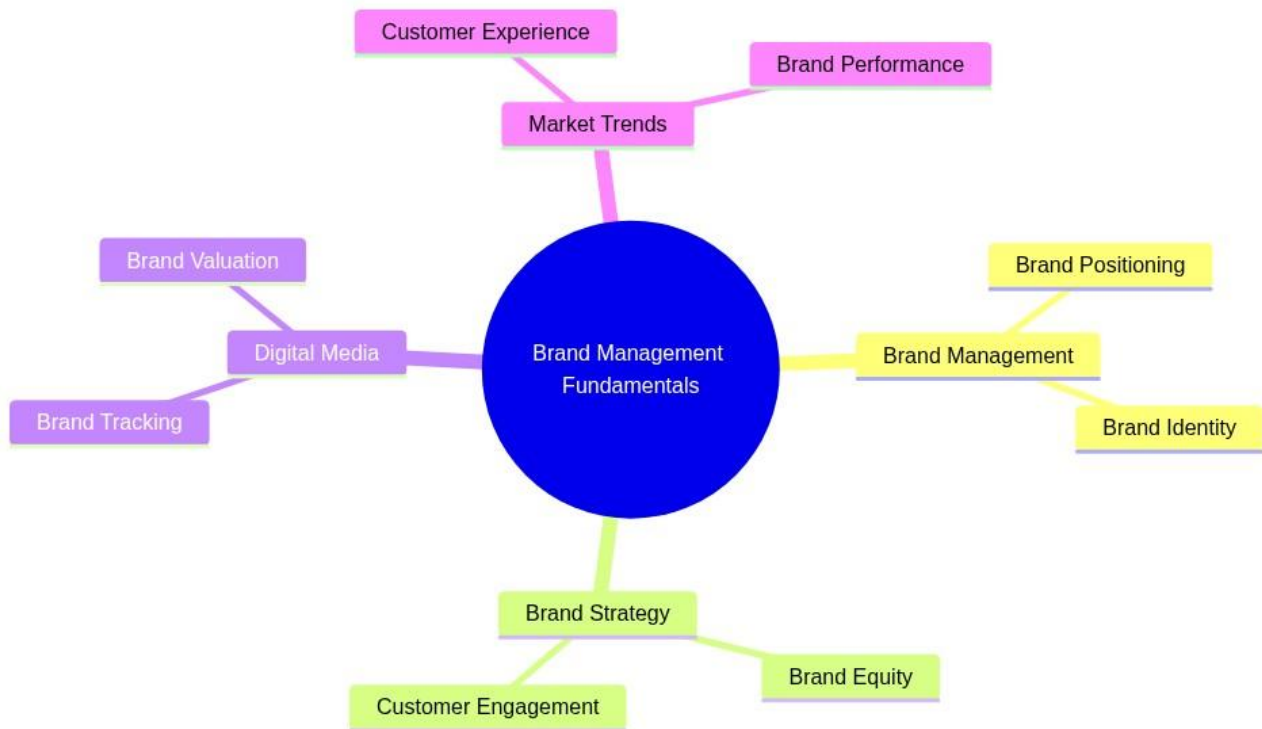


Professional Certificate in Brand Management and Strategy (Advanced)

Brand Management Fundamentals



mindmap

```

root((Brand Management Fundamentals))
  Brand Management
    Brand Positioning
    Brand Identity
  Brand Strategy
    Brand Equity
    Customer Engagement
  Digital Media
    Brand Tracking
    Brand Valuation
  Market Trends
    Customer Experience
    Brand Performance
  
```