



# Marketing Strategies for Global Markets

Unlock the power of your brand! Thunderbird School of Global Management's Marketing Strategies is a two-day program that equips participants with proven strategies to build and manage a successful brand, driving market share, customer loyalty, and business growth.

**\$1,500 | 2 days | in person or online**

## Program benefits

- Understand key brand-building principles and solidify your brand identity to stand out in the market.
- Learn practical frameworks to define your ideal audience and develop targeted marketing campaigns.
- Identify strategies to attract new customers and expand your reach within your niche.
- Gain techniques to build stronger relationships and increase customer loyalty.
- Discover methods to strengthen brand perception and differentiate yourself from competitors.
- Leave with actionable steps to ensure brand consistency and employee alignment.

## Featured topics

small group discussions, and interactive sessions to cover the following topics:



Brand Strategy



Market and Audience Insights



Digital and Social Media Marketing



Brand Communication

Thunderbird School of Global Management  
**#2** in the **U.S.** and **#17** worldwide  
for **executive education**  
custom programs

ASU ahead of University of Miami,  
Rutgers University and Trinity College Dublin  
— Financial Times Executive Education ranking, 2024

Scan for dates  
and locations



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