

Professional Certificate in Brand Design and Digital Marketing (PBDDM)

Develop structured brand identity and digital positioning capability to improve market differentiation, credibility, and strategic visibility



WHY BRAND STRATEGY MATTERS

Strengthen identity clarity
and build disciplined market positioning capability

In competitive markets, brand perception directly influences trust, purchasing decisions, and long-term sustainability. However, many organisations approach branding as visual design rather than structured strategic positioning.

Strong brands require clarity of purpose, consistency of communication, and alignment between identity and audience expectations.

This certificate programme strengthens structured brand capability and equips professionals with frameworks that connect identity, positioning, and digital execution to measurable business impact.

PROGRAMME OVERVIEW

International Professional Certificate in Brand Design and Digital Marketing helps participants understand:

- Brand identity foundations
- Strategic positioning frameworks
- Visual and verbal brand consistency
- Digital brand integration
- Audience perception management
- Structured brand communication planning

Participants develop integrated brand

capability that connects strategy, identity, and digital visibility.

The result:

- Stronger positioning.
- Improved credibility.
- Clear market differentiation.
- Brand strength is not accidental.
- It is strategically constructed.

What This Programme Prepares You to Do

The programme focuses on practical application, enabling participants to design structured brand frameworks and apply them consistently across digital and market environments.

PARTICIPANTS DEVELOP THE CAPABILITY TO

- Define brand positioning clearly
- Develop cohesive brand identity systems
- Align visual and verbal communication
- Strengthen digital brand presence
- Improve differentiation strategy
- Evaluate brand perception objectively
- Apply structured brand development methodology

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OUTCOMES FOR PARTICIPANTS

- Improve brand clarity and consistency
- Strengthen market positioning
- Enhance digital visibility
- Increase organisational credibility
- Improve audience alignment
- Demonstrate structured brand capability

PROGRAMME STRUCTURE AND DELIVERY OPTIONS

Programme Duration

12 Learning Hours

Delivery Format

Instructor-led & Online

Flexible Delivery

Adaptable for organisational branding and marketing initiatives

Organisation Bundles

Organisation Bundles
Organisational packages and volume discounts available

HOW LEARNING IS APPLIED

Participants engage in brand development workshops, positioning exercises, digital communication alignment sessions, and applied case studies reflecting real market scenarios.

PARTICIPANTS EXPLORE

- ✓ Brand identity frameworks
- ✓ Strategic positioning methods
- ✓ Visual and verbal consistency systems
- ✓ Digital brand integration techniques
- ✓ Audience perception management
- ✓ Brand performance evaluation

WHAT THIS TYPE OF TRAINING DELIVERS

Market Differentiation

Strengthen competitive positioning.

Brand Consistency

Improve communication alignment.

Credibility

Enhance trust and recognition.

Strategic Visibility

Build long-term brand sustainability.

Improved market presence.

Structured positioning where it matters.

COURSE PREREQUISITES

No formal prerequisites required.

Suitable for professionals seeking structured brand development capability.

THIS PROGRAMME IS DESIGNED FOR

- Brand managers
- Marketing professionals
- Entrepreneurs
- Designers
- Business leaders responsible for market positioning

The result:

Stronger brand identity.

COCREATE TO ACTIVATE™

CoCreate to Activate™ is Maximus Academy's four-step method for building skills that last—not just in the classroom, but inside real organisations operating in fast-moving, high-demand sectors across the region.

Turning capability into national outcomes.



ASSESS

Understand the real operating world



DESIGN

Build training that fits the sector



DELIVER

Teach through Saudi SMEs and practitioners



SUSTAIN

Embed the change inside organisations

What this Ensures

- Skills that match global industry demands, not generic international templates.
- Immediate operational impact, because training is built around real sector challenges.
- Lasting organisational capability through the adoption of performance-driven tools and behaviours.

It is the difference between training individuals and equipping an entire workforce with the capabilities to perform, adapt, and deliver at scale.



Register for the course through the QR code

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Info@maximusacademy.com | +966 9200 31313 | maximusacademy.com