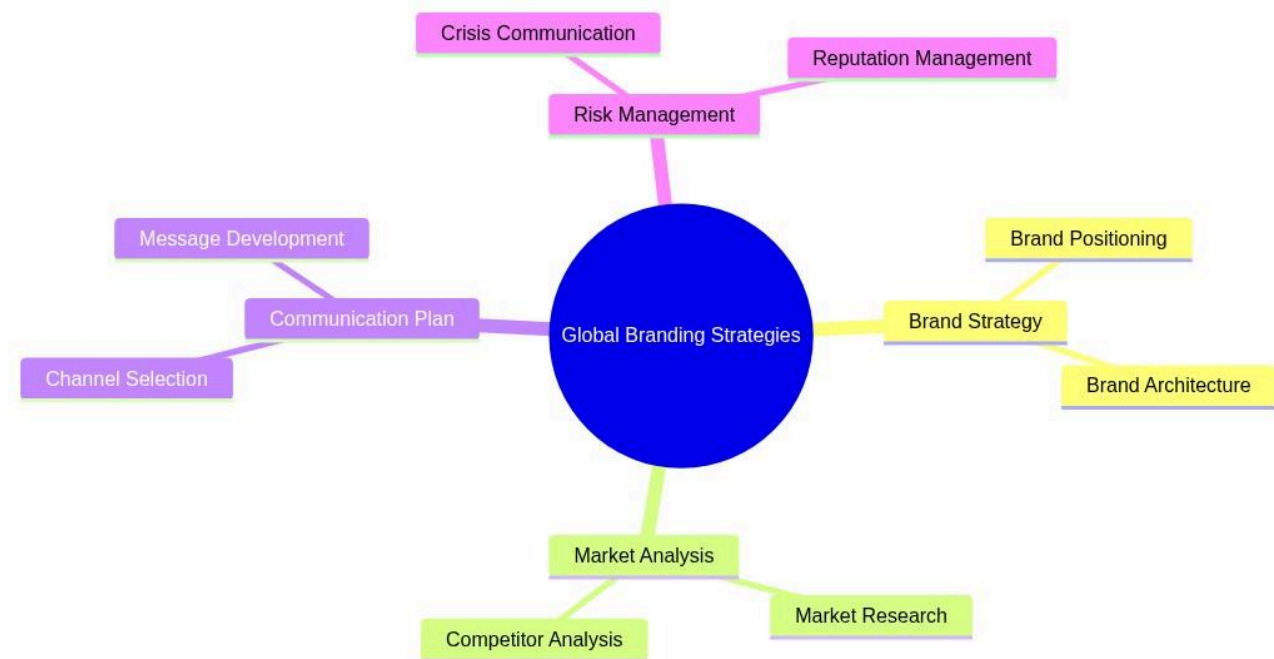


Professional Certificate in Aerospace and Defence Branding and Marketing

# Global Branding Strategies



```

mindmap
    root((Global Branding Strategies))
        Brand Strategy
            Brand Positioning
            Brand Architecture
        Market Analysis
            Market Research
            Competitor Analysis
        Communication Plan
            Channel Selection
            Message Development
        Risk Management
            Crisis Communication
            Reputation Management
    
```