COURSE DETAIL

STRATEGIC BRAND MANAGEMENT
Country Korea, South
Host Institution Seoul National University
Program(s) Seoul National University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 118
UCEAP Course Suffix
UCEAP Official Title STRATEGIC BRAND MANAGEMENT
UCEAP Transcript Title STRATEGIC BRAND MGT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course is intended to expose students to recent strategic issues around branding and brand management, such as brand experience and engagement, digital and social strategies, disruptive innovations, internal branding, and cultural strategy. It provides managerial insight into some trendy topics about branding. The course primarily uses case discussions as well as lectures.

Language(s) of Instruction
Korean

Host Institution Course Number
M2171.002700

Host Institution Course Title
STRATEGIC BRAND MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2022-2023

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