

# 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 Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Business Administration

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