COURSE DETAIL

BUILDING AND MANAGING BRANDS
Country Australia
Host Institution University of Sydney
Program(s) University of Sydney
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 129
UCEAP Course Suffix
UCEAP Official Title BUILDING AND MANAGING BRANDS
UCEAP Transcript Title BUILD&MANAGE BRANDS
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
The most important intangible asset of any organization is its brand or portfolio of brands. Marketers use an array of internal and external communications approaches to deliver the brand's overall value proposition and experience to its key stakeholders and target customers, and thereby build brand equity. Names, symbols, and slogans along with their underlying associations, perceived quality, brand awareness, customer base, and related proprietary resources form the basis for brand equity. Most brands fail because of the lack of proper market research and analysis that enables the brand's core values to be articulated, accurate positioning strategies to be developed, and complete alignment to be achieved between internal and external brand-building communications. This examines the concept of brand equity and the management of brand assets by learning how to strategically create, position, develop and sustain brand equity.

Language(s) of Instruction
English

Host Institution Course Number
MKTG3120

Host Institution Course Title
BUILDING AND MANAGING BRANDS

Host Institution Course Details
https://sydney.edu.au/courses/units-of-study/2019/mktg/mktg3120.html

Host Institution Campus
sydney

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

2024-2025

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