

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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