

# 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 Campus

sydney

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Marketing

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