

## COURSE DETAIL

### PRODUCT AND BRAND MANAGEMENT

**Country**

Thailand

**Host Institution**

Thammasat University

**Program(s)**

Thammasat University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

114

**UCEAP Course Suffix****UCEAP Official Title**

PRODUCT AND BRAND MANAGEMENT

**UCEAP Transcript Title**

PRODUCT MANAGEMENT

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

**Course Description**

This course examines the concepts and theories related to product and brand management. Topics covered include product management policy and strategy, value-added brand management strategy, product and brand management in different stages of product life cycle, causes and prevention of product and brand failure, formulation of other marketing strategies to complement product and brand strategy, brand competitiveness in the global market, impact from the government, and ethics in product and brand management.

**Language(s) of Instruction**

English

**Host Institution Course Number**

MK 316

**Host Institution Course Title**

PRODUCT AND BRAND MANAGEMENT

**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Business Administration

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