

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 Course Details**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Business Administration

Course Last Reviewed

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