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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