COURSE DETAIL

BRAND MANAGEMENT: PERCEPTIONS, POWER, AND PERSUASION
Country United Kingdom - England
Host Institution UC Center, London
Program(s) Business and Entrepreneurship in London
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 120
UCEAP Course Suffix
UCEAP Official Title BRAND MANAGEMENT: PERCEPTIONS, POWER, AND PERSUASION
UCEAP Transcript Title BRAND MANAGEMENT
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

In the 21st century, no one is exempt from Brand Management. Celebrities and consumer brands, politicians, and even nations are engaged in managing perceptions to persuade others in order to achieve their goals. How do we create, project, and then leverage brand identity? What are the techniques of brand management in our complex contemporary society? How does technology change our approach to brand management and understanding? This course provides students an overview of the history of brand management, as well as an overview on brand development, research, and management structures for sales, marketing, and advertising, and will explore techniques of persuasion. It examines how brands influence perceptions in order to retain power. It will review specifics of brand equity and brand identity, the techniques of storytelling, and marketing by association. The course considers the winners and losers of the branding game by exploring examples from business, politics, and celebrity.

Language(s) of Instruction
English

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Host Institution Course Details
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Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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Course Last Reviewed
2021-2022

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