

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

Host Institution Course Number

Host Institution Course Title

BRAND MANAGEMENT: PERCEPTIONS, POWER, AND PERSUASION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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