

# COURSE DETAIL

## BRANDS AND INTERNATIONAL MARKETING

**Country**

United Kingdom - England

**Host Institution**

University of Cambridge, Pembroke College

**Program(s)**

Summer in Cambridge

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

109

**UCEAP Course Suffix**

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**UCEAP Official Title**

BRANDS AND INTERNATIONAL MARKETING

**UCEAP Transcript Title**

BRANDS&INTL MARKET

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

**Course Description**

This course examines the current techniques and models of branding, and uses them to understand the sources of brand strength which are found in brand identity, salience, awareness, loyalty, associations, and perceptions of quality. Although branding began with consumer products and services, brand management techniques are now used widely in non-consumer areas. One topic covered in this course is the application of branding to cultural industries (museums, cities, regions and countries). Current research on celebrity branding is also studied.

**Language(s) of Instruction**

English

**Host Institution Course Number****Host Institution Course Title**

BRANDS AND INTERNATIONAL MARKETING

**Host Institution Campus**

PKP Cambridge

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

Economics, Business and Management

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