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 S
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 Course Details

Host Institution Campus
PKP Cambridge

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economics, Business and Management

Course Last Reviewed

Print