

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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