

COURSE DETAIL

ADVERTISING: MARKETING COMMUNICATIONS OF BRANDS

Country

Netherlands

Host Institution

Maastricht University - University College Maastricht

Program(s)

University College Maastricht

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

102

UCEAP Course Suffix**UCEAP Official Title**

ADVERTISING: MARKETING COMMUNICATIONS OF BRANDS

UCEAP Transcript Title

ADVERTISING MRKTING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course covers foundations of brand management and marketing communications (including advertising). The course takes a strong consumer-based focus, therefore the foundation of branding and advertising in consumer behavior and consumer psychology theories are discussed. The course discusses theory that is at the foundation of branding and advertising and then applies it through team assignments on students' chosen brands. The course consists of two parts: The first part covers brand management. In this part of the course, the nature of brands in consumers' minds, the concept of brand equity, and instruments to build and leverage brands are discussed. The second part of the course focuses on integrated marketing communications. This part of the course looks at the concept of Integrated Marketing Communications, the communication process, and theories of consumer behavior and response.

Language(s) of Instruction

English

Host Institution Course Number

SSC2018

Host Institution Course Title

ADVERTISING: MARKETING COMMUNICATIONS OF BRANDS

Host Institution Campus

University College Maastricht

Host Institution Faculty

Host Institution Degree

Host Institution Department

Social Science

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