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 Course Details

Host Institution Campus
University College Maastricht

Host Institution Faculty

Host Institution Degree

Host Institution Department
Social Science

Course Last Reviewed

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