COURSE DETAIL

BRAND MANAGEMENT
Country Spain
Host Institution Complutense University of Madrid
Program(s) Complutense University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 111
UCEAP Course Suffix
UCEAP Official Title BRAND MANAGEMENT
UCEAP Transcript Title BRAND MANAGEMENT
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course examines brand management from a corporate and commercial perspective. It is a study of the historical evolution of brands, their main components, how they are managed and built, and how they communicate. This course also analyzes the primary models of brand evaluation.

Language(s) of Instruction
Spanish

Host Institution Course Number
803702

Host Institution Course Title
GESTIÓN DE MARCA

Host Institution Course Details
https://www.ucm.es/estudios/grado-publicidadyrelacionespublicas-plan-803702

Host Institution Campus
Campus de Ciudad Universitaria

Host Institution Faculty
Facultad de Ciencias de la Información

Host Institution Degree
GRADO EN PUBLICIDAD Y RELACIONES PÚBLICAS

Host Institution Department
Comunicación Audiovisual y Publicidad

Course Last Reviewed
2022-2023

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