

## 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

BRAND MANAGEMENT

## 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

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