

COURSE DETAIL

CREATIVE BRAND MARKETING

Country

United Kingdom - England

Host Institution

University of London, Queen Mary

Program(s)

University of London, Queen Mary

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

128

UCEAP Course Suffix**UCEAP Official Title**

CREATIVE BRAND MARKETING

UCEAP Transcript Title

BRAND MARKETING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Creating a true brand is one of the most powerful things any company can do to enhance its market power. When a product-commodity becomes a brand, its use value is imbued with symbolic value that consumers deploy in constructing and maintaining their identities. This course draws on a diverse set of theories to understand current issues in brand management rather than merely relying on the cognitive, information-processing approach to branding.

Language(s) of Instruction

English

Host Institution Course Number

BUS348

Host Institution Course Title

CREATIVE BRAND MARKETING

Host Institution Course Details

<https://www.qmul.ac.uk/modules/>

Host Institution Campus

Queen Mary University of London

Host Institution Faculty

Business and Management

Host Institution Degree

Host Institution Department

Business and Management

Course Last Reviewed

2021-2022

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