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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