COURSE DETAIL

STRATEGIC BRAND MANAGEMENT
Country Hong Kong
Host Institution Chinese University of Hong Kong
Program(s) Chinese University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 142
UCEAP Course Suffix
UCEAP Official Title STRATEGIC BRAND MANAGEMENT
UCEAP Transcript Title BRAND MANAGEMENT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
One of the most important assets of any business is its brands. As industries become increasingly competitive, it is clear that strong brand-building skills are needed for every business to survive and prosper. This course is designed to provide conceptual background as well as practical approaches to manage brands as a strategic asset as well as a primary source of competitive advantage. Topics include brand creation, brand building, managing brand equity, and revitalizing brands. Assessment: essay test or exam, presentation, other.

Language(s) of Instruction
English

Host Institution Course Number
MKTG4110

Host Institution Course Title
STRATEGIC BRAND MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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