

## 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 Campus**

## **Host Institution Faculty**

## **Host Institution Degree**

## **Host Institution Department**

Marketing

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