

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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