

# COURSE DETAIL

## BRAND MANAGEMENT

**Country**

Italy

**Host Institution**

University of Commerce Luigi Bocconi

**Program(s)**

Bocconi University

**UCEAP Course Level**

Graduate

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

206

**UCEAP Course Suffix****UCEAP Official Title**

BRAND MANAGEMENT

**UCEAP Transcript Title**

BRAND MANAGEMENT

**UCEAP Quarter Units**

2.50

**UCEAP Semester Units**

1.70

## **Course Description**

The course provides an overview of typical brand management decisions applied to different market contexts. The course examines decisions regarding the creation of a new brand, the development strategies for an existing brand, and the management of a portfolio of brands. Furthermore, the course discusses the peculiarities of specific market contexts. Brand management encompasses a number of decisions regarding several marketing tools. The efficient and effective use of these tools allows the company to gain a competitive advantage by differentiating its brands' positioning from their competitors. Decisions regarding brand positioning, brand development strategies, and branding strategies are addressed in the course. The course also highlights specific factors to be taken into account when brand management is applied in BtoB markets, in service markets, in global markets, and in emerging markets. The course is based on a mix of lectures, case studies, and invited speeches by top executives about critical brand management decisions. The mix enables students to apply brand management models to real-life situations.

## **Language(s) of Instruction**

English

## **Host Institution Course Number**

10442

## **Host Institution Course Title**

BRAND MANAGEMENT

## **Host Institution Course Details**

## **Host Institution Campus**

University of Commerce Luigi Bocconi

## **Host Institution Faculty**

## **Host Institution Degree**

## **Host Institution Department**

SDA Bocconi - School of Management

**Course Last Reviewed**

[Print](#)