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

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