COURSE DETAIL

STRATEGIC BRAND MANAGEMENT
Country Spain
Host Institution Pompeu Fabra University
Program(s) International Business Economics
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 163
UCEAP Course Suffix
UCEAP Official Title STRATEGIC BRAND MANAGEMENT
UCEAP Transcript Title STRATGIC BRAND MGMT
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course offers a study of the strategic role of branding. It examines the key principles of building enduring brands in competitive markets and creating market value. This course discusses the latest research in brand management and reviews case studies of brand successes and missteps.

Language(s) of Instruction
English

Host Institution Course Number
51720 / 51731

Host Institution Course Title
STRATEGIC BRAND MANAGEMENT

Host Institution Course Details

Host Institution Campus
Pompeu Fabra University

Host Institution Faculty

Host Institution Degree

Host Institution Department
ESCI International Business (Escola Superior de Comerç Internacional)

Course Last Reviewed

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