

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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