

## 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 Campus**

Pompeu Fabra University

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

ESCI International Business (Escola Superior de Comerç Internacional)

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