COURSE DETAIL

STRATEGIC BRAND MANAGEMENT
Country Thailand
Host Institution Thammasat University
Program(s) Thammasat University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 115
UCEAP Course Suffix
UCEAP Official Title STRATEGIC BRAND MANAGEMENT
UCEAP Transcript Title STRATEGIC BRAND MGT
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course introduces the overall responsibilities and tasks of a brand manager. Topics include the different customer segments, methodology to select strategic target market(s), design of brand positioning and identity, brand strategy and marketing programs, growing and sustaining brand equity, brand audit, and brand health check.

Language(s) of Instruction
English

Host Institution Course Number
MK 312

Host Institution Course Title
STRATEGIC BRAND MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2023-2024

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