

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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