

# COURSE DETAIL

## STRATEGIC BRAND MANAGEMENT

**Country**

United Kingdom - England

**Host Institution**

University of Sussex

**Program(s)**

University of Sussex

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

126

**UCEAP Course Suffix**

N

**UCEAP Official Title**

STRATEGIC BRAND MANAGEMENT

**UCEAP Transcript Title**

STRATEG BRAND MGMT

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

### **Course Description**

The management of brands is an important element of marketing strategies within contemporary organizations. This course builds upon the student's prior knowledge of marketing and management by exploring the fascinating world of brands from various perspectives. The course highlights the ubiquitous presence of brands in our contemporary cultures and explores consequences for contemporary marketing practices and for customer-oriented marketing practices.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

N1601

### **Host Institution Course Title**

STRATEGIC BRAND MANAGEMENT

### **Host Institution Campus**

University of Sussex

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business

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