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 Course Details
https://www.sussex.ac.uk/study/study-abroad-at-sussex/our-programs/semester-and...

Host Institution Campus
University of Sussex

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2023-2024

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