

COURSE DETAIL

BRAND MANAGEMENT

Country

Australia

Host Institution

University of Melbourne

Program(s)

University of Melbourne

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

116

UCEAP Course Suffix**UCEAP Official Title**

BRAND MANAGEMENT

UCEAP Transcript Title

BRAND MANAGEMENT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines major theories and current research in branding and managing products. It addresses building and measuring brand equity and aims to improve brand-related decisions. Specific topics include brand equity, brand positioning, brand marketing programs and measuring brand performance.

Language(s) of Instruction

English

Host Institution Course Number

MKTG20006

Host Institution Course Title

BRAND MANAGEMENT

Host Institution Course Details

Host Institution Campus

Parkville

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2023-2024

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