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 Campus
Parkville

Host Institution Faculty

Host Institution Degree

Host Institution Department

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