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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