

COURSE DETAIL

BRAND STRATEGY

Country

United Kingdom - England

Host Institution

London School of Economics

Program(s)

Summer at London School of Economics

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

132

UCEAP Course Suffix

S

UCEAP Official Title

BRAND STRATEGY

UCEAP Transcript Title

BRAND STRATEGY

UCEAP Quarter Units

5.50

UCEAP Semester Units

3.70

Course Description

This course offers a rigorous examination of the theory and practices relevant to brand management. Its core objectives are to provide an understanding of the important issues in crafting and evaluating brand strategies, to provide the appropriate theories, models, and analytical tools that enable managers to make well-informed brand management decisions, and to provide a platform for students to apply these principles.

Language(s) of Instruction

English

Host Institution Course Number

MG201

Host Institution Course Title

BRAND STRATEGY

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

[Print](#)