

# 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 Course Details**

<https://www.lse.ac.uk/study-at-lse/summer-schools/summer-school/courses/business...>

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Management

### **Course Last Reviewed**

2024-2025

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