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/busines...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2024-2025

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