

COURSE DETAIL

BRAND MANAGEMENT

Country

Netherlands

Host Institution

Maastricht University - School of Business and Economics

Program(s)

Business and Economics, Maastricht

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

110

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

The course gives an in-depth view of brand concepts and covers several aspects of marketing communication. The starting point and primary topic are how brands can be managed. The course studies what a brand is, which elements constitute a brand, and what needs to be considered in brand management. Brand measurement as well as the basic branding strategies related to brand systems and brand extensions are discussed. For building brands, advertising, and communication are perhaps the most important instruments and deserve explicit attention. Advertising and communication seek to influence consumer behavior; therefore, understanding the basic aspects of that topic is important for studying brand management.

Language(s) of Instruction

English

Host Institution Course Number

EBC2062

Host Institution Course Title

BRAND MANAGEMENT

Host Institution Campus

Maastricht University

Host Institution Faculty

School of Business & Economics

Host Institution Degree

Host Institution Department

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