

# 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 Course Details

<https://code.unimaas.nl/Code/Display?intCalendarID=31&intBAMA=3&SearchString=EB...>

## Host Institution Campus

Maastricht University

## Host Institution Faculty

School of Business & Economics

## Host Institution Degree

## Host Institution Department

## Course Last Reviewed

2024-2025

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