

# COURSE DETAIL

## GLOBAL BRAND STRATEGY AND MANAGEMENT

**Country**

Taiwan

**Host Institution**

National Taiwan University

**Program(s)**

National Taiwan University

**UCEAP Course Level**

Graduate

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

201

**UCEAP Course Suffix****UCEAP Official Title**

GLOBAL BRAND STRATEGY AND MANAGEMENT

**UCEAP Transcript Title**

GLBL BRND STGY MGMT

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

Brands are at the core of the business success and financial power of the world's most successful international companies. The critical importance of building and effectively managing strong global brands has never been as pressing as today, as the other sources of lasting competitive advantage in the market erode rapidly or collapse (incl. access to technological, manufacturing or financial resources). While almost any new product or technology can be replicated rapidly and cheaply by competition, a well-established brand and its relationships with the consumers cannot, which makes it a source of lasting and highly resilient competitive advantage for the long-term financial success of the business. As such, this course features course lectures and in-class discussions covering case studies and simulation tools. Presentations, readings, projects, and a computer-based international marketing simulation game, Country Manager, are utilized in this course. The simulation entails selecting a new Asia market for entry, establishing a brand presence in that market, and expanding into additional foreign markets.

### Language(s) of Instruction

English

### Host Institution Course Number

GMBA7145

### Host Institution Course Title

GLOBAL BRAND STRATEGY AND MANAGEMENT

### Host Institution Campus

### Host Institution Faculty

College of Management

### Host Institution Degree

### Host Institution Department

Global MBA

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