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 Course Details
https://nol2.aca.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=749%20M1...

Host Institution Campus

Host Institution Faculty
College of Management

Host Institution Degree
Host Institution Department Global MBA
Course Last Reviewed 2024-2025

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