COURSE DETAIL

BRAND STUDIES
Country China
Host Institution Peking University, Beijing
Program(s) Peking University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 120
UCEAP Course Suffix
UCEAP Official Title BRAND STUDIES
UCEAP Transcript Title BRAND STUDIES
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course introduces the history, concepts, and principals of branding, and the basic methods of building and communicating a brand. Topics include brand creation and development, research methods, brand recognition, brand strategy, brand extensions, brand equity, and brand communication.

Language(s) of Instruction
Chinese

Host Institution Course Number
01832420

Host Institution Course Title
BRAND STUDIES

Host Institution Course Details
http://elective.pku.edu.cn/elective2008/edu/pku/stu/elective/controller/courseD...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Journalism and Communication

Course Last Reviewed
2024-2025

Print