

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Journalism and Communication

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