

# COURSE DETAIL

## BRAND MANAGEMENT

**Country**

Canada

**Host Institution**

McGill University

**Program(s)**

McGill University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

115

**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

This course examines insights into developing profitable branding strategies that can be implemented by managers. The purpose of this course is to get students to think (and act) like an effective brand manager.

### Language(s) of Instruction

English

### Host Institution Course Number

MRKT 438

### Host Institution Course Title

BRAND MANAGEMENT

### Host Institution Course Details

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

### Course Last Reviewed

2024-2025

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