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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