

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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