

COURSE DETAIL

BRAND MANAGEMENT

Country

Hong Kong

Host Institution

University of Hong Kong

Program(s)

University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

113

UCEAP Course Suffix**UCEAP Official Title**

BRAND MANAGEMENT

UCEAP Transcript Title

BRAND MANAGEMENT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course examines brand management and looks at the following questions: Why are some brands more preferred by the customers? Do brands make organizations more competitive, gaining higher market share? Are favorable brands more profitable and sustainable than their counterparts? What are the meanings of brand to organizations and customers? How to develop and manage brands that benefit organizations while creating value for customers? What makes a brand successful and last longer? Why so many brands fail, even when they have managed to draw attentions in the market? What makes a good branding strategy?

Language(s) of Instruction

English

Host Institution Course Number

BUSI3512

Host Institution Course Title

BRAND MANAGEMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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