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 Course Details
http://www.fbe.hku.hk/f/course/72131/MKTG3512A_BUSI3512A_Brand%20Management%20C...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2024-2025

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