# COURSE DETAIL

## BRAND MANAGEMENT

**Country**
United Kingdom - England

**Host Institution**
King's College London

**Program(s)**
King's College London

**UCEAP Course Level**
Upper Division

**UCEAP Subject Area(s)**
Business Administration

**UCEAP Course Number**
146

**UCEAP Course Suffix**
N

**UCEAP Official Title**
BRAND MANAGEMENT

**UCEAP Transcript Title**
BRAND MANAGEMENT

**UCEAP Quarter Units**
6.00

**UCEAP Semester Units**

4.00

**Course Description**

This course provides an in-depth understanding of the principles and practices of brand management, with a focus on building and managing strong brand identities in various contexts. Students explore the strategic and tactical aspects of brand management, including brand positioning, brand equity, brand extension, brand communication, and brand performance measurement. The course also covers the latest trends and issues in brand management, such as digital branding, brand storytelling, and brand sustainability.

**Language(s) of Instruction**
English

**Host Institution Course Number**
5QQMN211

**Host Institution Course Title**
BRAND MANAGEMENT

**Host Institution Campus**

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Business

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