

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

5QQM211

Host Institution Course Title

BRAND MANAGEMENT

Host Institution Course Details

<https://www.kcl.ac.uk/abroad/module-options/brand-management>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

Course Last Reviewed

2024-2025

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