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 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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