

COURSE DETAIL

BRAND STRATEGY

Country

United Kingdom - England

Host Institution

London School of Economics

Program(s)

London School of Economics

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

155

UCEAP Course Suffix**UCEAP Official Title**

BRAND STRATEGY

UCEAP Transcript Title

BRAND STRATEGY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

In this course students learn how to evaluate a brand strategy and how to use defined models and analytical tools to improve upon it. It covers the complete process, from consumer research, competitor analysis and positioning, to bringing the brand to life through design and activations. The course is based on the latest academic insights and infused with examples from our daily lives. It helps you prepare for a future as a marketer, brand strategist, or entrepreneur.

Language(s) of Instruction

English

Host Institution Course Number

MG316

Host Institution Course Title

BRAND STRATEGY

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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