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 marketeer, brand strategist, or entrepreneur.

Language(s) of Instruction
English

Host Institution Course Number
MG316

Host Institution Course Title
BRAND STRATEGY

Host Institution Course Details
https://www.lse.ac.uk/resources/calendar2024-2025/courseGuides/MG/2024_MG316.htm

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2024-2025

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