

COURSE DETAIL

GLOBAL BRAND MANAGEMENT

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Graduate

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

220

UCEAP Course Suffix**UCEAP Official Title**

GLOBAL BRAND MANAGEMENT

UCEAP Transcript Title

GLOBAL BRAND MGMT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course examines the role of branding strategy in marketing and provides insight into how different branding approaches can be executed to achieve strategic outcomes. Topics include brand management, customer-based brand equity and positioning, brand resonance and the brand value chain, and the selection of brand elements. The course also covers designing marketing programs and integrated communications to build brand equity, branding in the digital era, and developing systems for measuring and managing brand equity. Additional areas include assessing customer mind-set and market performance, implementing brand architecture strategies, launching new products and brand extensions, and managing brands over time and across global markets and segments.

Language(s) of Instruction

English

Host Institution Course Number

IB7095

Host Institution Course Title

GLOBAL BRAND MANAGEMENT

Host Institution Course Details

https://nol.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=724%20M0310&c...

Host Institution Campus

Host Institution Faculty

Management

Host Institution Degree

Host Institution Department

International Business

Course Last Reviewed

2025-2026

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