

COURSE DETAIL

STRATEGIC BRAND MANAGEMENT

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

Pompeu Fabra University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

158

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC BRAND MANAGEMENT

UCEAP Transcript Title

STRATEGIC BRAND MGT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

The course examines strategic brand management in competitive and global markets, focusing on brand identity, positioning, differentiation, digital branding, and audience engagement. Students also explore personal and place branding, brand purpose, sustainability, and emerging trends such as artificial intelligence.

Language(s) of Instruction

English

Host Institution Course Number

52136 (80134)

Host Institution Course Title

STRATEGIC BRAND MANAGEMENT

Host Institution Course Details

https://uceap.sharepoint.com/:b:/s/DocumentLibrary/IQBibLVQ8H3xTr4qe_9MvrQrAQsc...

Host Institution Campus

Born Campus

Host Institution Faculty

ESCI School of International Business (Escola Superior de Comércio Internacional)

Host Institution Degree

Host Institution Department

International Business Program (IBP) at ESCI

Course Last Reviewed

2026-2027

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