

MKT 401 : Brand Strategy

This course provides a comprehensive and up-to-date treatment of the subjects of brands, brand equity, and strategic brand management'97the design and implementation of marketing programs and activities to build, measure, and manage brand equity. One of the book'92s important goals is to provide managers with concepts and techniques to improve the long-term profitability of their brand strategies. The course incorporates current thinking and developments on these topics from both academics and industry participants and combines a comprehensive theoretical foundation with enough practical insights to assist managers in their day-to-day and long-term brand decisions. Finally, illustrative examples and case studies of brands marketed all over the world will be discussed.

Credits 3

Core Requirement [MCC](#)

Prerequisites

MKT 201