

MRKT 438. BRAND MANAGEMENT.

Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Fall 2025, Winter 2026

View offerings for Fall 2025 or Winter 2026 in Visual Schedule Builder.

Description

Looks at the decisions a brand manager in a major consumer goods company takes. It examines, in particular, the breakdown of advertising and sales promotion expenditures. It looks at the short term nature of the decisions taken. It will concentrate on the vast amount of new information available to brand managers today, especially in the form of scanner data.

- Prerequisite: MGCR 352

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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