

MRKT 645. WINNING AT BRANDS.

Credits: 3

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

This course is designed to convey the structures, frameworks and evolving best practices of effective brand management. Core brand management techniques examined include launching new brands, rehabilitating damaged brands and various brand extension options. The valuation of brands and the development and optimization of brand equity profiles are also covered.

- Restriction: Not open to students who have taken MRKT 690 (when topic was Winning at Brands)
- The course is delivered using a mixture of concept briefings, case simulations and class debates.

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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