

2605328

Brand Building and Development

3(3-0-6)

BRAND BUILD DEV

Course Condition: Prerequisite 2605311

Meaning, roles, and the importance of brand; differences between marketing and branding; brand positioning; brand elements to create brand identity; meaning of brand equity; brand equity models; measuring sources of brand equity; building strong brand; brand communications; meaning and the importance of internal branding; strategic brand management; roles and responsibilities of a brand manager; case studies of brand building and brand development.