

Mktg 381: Building Strong Brands

MARKETING

Strong brands perform better in the marketplace, but what makes a brand strong? This course examines the ingredients for building strong, inspired brands, as well as the strategies and tactics used to manage and leverage their equity. This course uses an applied approach, with a combination of lectures, case studies, and hands-on exercises to turn students into creative and critical brand managers.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)

Instruction Type(s)

- Lecture: Lecture for Mktg 381
- Lecture: Compressed Video for Mktg 381
- Lecture: Web-based Lecture for Mktg 381

Subject Areas

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

