

MBA 8680: Bldg Brands via Promo

Examines the importance of branding to business, consumers, and society. Introduces the brand value chain as a framework for analyzing the impact of marketing expenditures on the bottom line.

Emphasizes brand equity and outlines techniques for measurement. Focuses on how advertising and promotion enhance the brand building process. Restricted to Graduate Business, Online Programs.

Credits: 3.0

Prerequisites:

MBA 8450 and MBA 8650