

MKTG 6082 Brand Strategy Executive Summary

Registration Details

Course: MKTG 6082 Brand Strategy

Credits: 2 credits

Prerequisites: MBA or MGMT Science student

Description

Brands are among the most important assets that modern firms possess. Strong brands can provide a growth platform for firms, increasing revenue and profits by moving into new product lines, product categories, and ethnic/international markets. Brand strategy is an increasing focus of many firms, yet this area is not covered well in traditional marketing and strategy courses. As a result, many MBA students are never exposed to key concepts and frameworks for effective use of brand strategies. Brand Strategy is a new 2-credit elective course for MBA students focusing on any business discipline, and is especially relevant for students interested in marketing, entrepreneurship, and strategy/management. The course will include a mix of readings, cases, and an individual project.

Objectives & Learning Outcomes

The learning objectives of this course are:

- Expose students to current views of branding and its importance in driving growth and profitability
- Develop an understanding of the basics of building and measuring brands
- Develop an understanding of the options for leveraging a firm's brands, including line extensions, brand extensions, and co-branding strategies
- Learn how to successfully execute brand leveraging strategies
- Develop an appreciation for the sources of brand dilution and strategies for protecting brands