

BOAD 230 : Brand Strategy

Introduction to the value of a brand in the business environment and how to build, manage, assess and protect a brand. Specific areas covered include what a brand is, why it matters, how brands create value, how brands define their purpose, how brands use story, as well as the role of consumer research and consumer insight in strategic planning.

Credits 3

Studio Hours 0

Lecture Hours 3

Prerequisites

None.