

MKTG 6082 Brand Management

Executive Summary

CARLSON SCHOOL
OF MANAGEMENT

UNIVERSITY OF MINNESOTA

Course: MKTG 6082 Brand Management

Credits: 4 credits

Prerequisites: MBA 6210

Description

More and more firms have come to the realization that one of the most valuable assets they possess is the brand associated with the products and services they market. Despite this recognition, little attention has been paid to the subject in traditional management education, especially in MBA programs. This course in brand management covers topics in strategic brand management associated with building brands, leveraging brands, protecting brands, and measuring brand equity.

Objectives

Strategic Brand Management is an advanced MBA elective that addresses many of the strategic areas of brand asset management in modern business entities. The basic objectives of this class are to:

1. To increase awareness and understanding of major issues in building and managing brand assets
2. To communicate effective frameworks for understanding brand strategy decisions, along with important streams of empirical evidence
3. To enhance analytical skills in evaluating brands, thereby gaining skills in understanding a brand's strengths, weaknesses, and challenges

Learning Outcomes

Participants will gain an understanding of:

1. Defining and measuring brand identities.
2. Tools for building brands and brand identities.
3. Strategies for leveraging brands, including brand extensions, cobranding, and strategic alliances.
4. Issues in protecting brands and avoiding brand dilution
5. Options for brand architecture and global branding