Many organizations now realize that one of the most valuable assets in their portfolio is the brand associated with their products and services. In spite of the incredible value, or potential value, of the organization’s brand, marketing professionals and company executives often do not understand how to successfully manage brands within their overall marketing and corporate strategy efforts.

Branding is a fundamental element of marketing strategy and this course will address the strategic importance of branding as well as provide concepts, frameworks, and strategies for building, leveraging, and defending strong brands.  Brand management opportunities and challenges will be discussed within the context of a variety of industries and markets, including consumer packaged goods, business-to-business, services, technology, online, and global. Guest speakers, case studies, and team projects will give students experience applying these concepts to real-world situations.