

MKT 2270: Brand Management

Examines the importance of branding to business, consumers, and society and how brand equity is cultivated to create long-term profit for a firm. Also emphasizes techniques for the measurement of brand equity.

Credits: 3

Prerequisites:

VSB 2020

MKT 1137

SBI 3006

SBI 3040

VSB 2020 or MKT 1137 or SBI 3006 or SBI 3040

Program: [Marketing](#)