

CONCENTRATION IN STRATEGIC BRANDING

Students in this secondary concentration build foundational knowledge of brands and their importance to the modern business world. Students learn key concepts and theories and develop the skills necessary to strategically manage brands toward organizational goals. Special attention is directed to measuring and evaluating brands as a means to enhance the customer experience and optimize the value brands deliver to all of a firm's stakeholders.

Requirements

Strategic branding can be pursued by Gabelli students as a secondary concentration only.

The concentration requires completion of the following courses:

Course	Title	Credits
Required Courses		
MKBU 3439	ST: Branding	3
MKBU 4109	ST:Revealing Consumer Insights	3
Elective		
<i>One of the following courses:</i>		3
MKBU 3434	Fundamentals of Integrated Marketing Communication	
MKBU 3440	Global Marketing	
MKBU 3449	ST: Customer Experience Mgt	
Total Credits		9

Note: MKBU 3225 Marketing Principles is a prerequisite for all of the above courses, and therefore must be taken before beginning any of the concentration coursework.