CONCENTRATION IN STRATEGIC BRANDING

Some of the world’s largest brands are worth more than $100 billion. How are dominant brands created, and how are they managed to retain and increase their value? In this concentration, students learn how to help companies develop, launch, and build memorable brands, both conceptually and visually.

Requirements

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

The concentration requires completion of the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKBU 3439</td>
<td>ST: Branding</td>
<td>3</td>
</tr>
<tr>
<td>MKBU 4109</td>
<td>ST: Revealing Consumer Insights</td>
<td>3</td>
</tr>
<tr>
<td>MKBU 3445</td>
<td>ST: Marketing Analytics</td>
<td>3</td>
</tr>
</tbody>
</table>

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