

Course Description – Summer 2021

Title	Marketing A: Strategic Marketing and Brand Management
Faculty	Business and Economics
Professor	Prof. Dr. Sebastian Ullrich
ECTS	5
Level	Bachelor
Requirements	-
Add. Information	https://www.hs-schmalkalden.de/en/international/incoming-students/courses-for-incomings/exchange-students/faculty-of-business-and-economics.html
Content	<p>Strategic marketing is key for business success. Additionally, brands are central drivers in a strategic marketing concept. Effective brand management is a key challenge. Course objectives are to learn the role of brands, main ways to create brands as well as brand steering and measuring based on Keller's customer-brand equity framework.</p> <p>Strategic Marketing: strategic planning, situation analysis, strategic marketing on the company level and for business areas</p> <p>Brand Management: customer-based brand equity, brand positioning, brand elements, marketing campaigns, brand equity measurement, brand architectures, and brand extensions</p>