

Course Description – Summer 2022

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| Title | Marketing A: Strategic Marketing and Brand Management |
| Faculty | Business and Economics |
| Professor | Prof. Dr. Sebastian Ullrich |
| ECTS | 5 |
| Level | Bachelor |
| Requirements | - |
| Add. Information | Students have to take a comprehensive written in-class examination. |
| 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> |