

## Course Description – Summer 2024

<b>Title</b>	Marketing A: Strategic Marketing and Brand Management
<b>Faculty</b>	Business and Economics
<b>Professor</b>	Prof. Dr. Sebastian Ullrich
<b>ECTS</b>	5
<b>Level</b>	Bachelor
<b>Requirements</b>	-
<b>Add. Information</b>	Students have to take a comprehensive written in-class examination.
<b>Content</b>	<p>Strategic marketing is key to business success. In addition, brands are a central driving force in a strategic marketing approach. Effective brand management is a key challenge. The course objectives are to learn the role of brands, the main ways to create brands, and how to manage and measure brands.</p> <p>Strategic marketing: strategic planning, situation analysis, strategic marketing at the corporate level and for the business units</p> <p>Brand management: customer-based brand equity, brand positioning, brand elements, measuring brand equity, brand architectures, and brand extensions</p>