

# MBA 8651: Brand Management

Strategic approach to brand asset management in modern business entities; building and managing brands; understanding brand equity, how brands aid in segmentation, differentiation and positioning; frameworks for understanding brand strategy decisions, a brand's strengths, weaknesses and challenges; high-involvement class.

**Credits:** 3.0

**Prerequisites:**

[MBA 8450](#) and [MBA 8650](#)

**Program:** MBA (Business Administration)