

# MBA 8680: Bldg Brands via Promo

Explores: the importance of branding to business, consumers, & society; the brand value chain as framework for analyzing the impact of marketing expenditures on the bottom line; brand equity & techniques for measurement; how advertising & promotion enhance the brand building process.

**Credits:** 3.0

**Prerequisites:**

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

**Program:** MBA (Business Administration)