MKT 533- Branding Strategy

You Should Take This Class If You

- Desire to become an assistant, associate or brand manager of any organization.
- Want to learn how to position your unique product or service, narrow your target audience, create a standout company personality, and position yourself as superior to the competition — all by utilizing the power of branding!
- Want to experience how guest speakers from high profile companies, such as Facebook, Toyota Motor Company, Levi Strauss, and Snap Inc., develop and implement successful brand strategies.

Course Description

Effective brand management is critical to maintaining the long-term viability and profitability of products and services. This course is designed to study brands and brand portfolios in a variety of industries domestically and globally so that key branding principles and frameworks can be applied to develop an effective team Brand Strategic Plan (BSP).

Deliverables

- Case Studies (Individual and Class Discussions)
- Midterm Exam (Individual)
- Class Participation
- Brand Strategy Plan Project and Presentation (Team)

Course Essentials

16531, (1.5 Units)  
Professor Diane Badame  
Monday, Wednesday  
5:00 - 6:20pm – 1st Half of the Semester  
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