

Course: Brand Management

credits: 2

Course code	CEVB18MKM	Modes of delivery	Lecture
Name	Brand Management	Assessments	Brand Management - Computer, organised by STAD examinations
Study year	2020-2021		
ECTS credits	2		
Language	Dutch, with parts in English		
Coordinator	B.M. Spijker		

Learning outcomes

No content available

Content

No content available

Included in programme(s)

Marketing Major Marketing and Sales Management
Marketing Major Marketing and Communication Management

School(s)

School of Marketing Management and Financial Economic Management

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