

BRAND MANAGEMENT (GRADUATE CERTIFICATE)

Associate Dean: Allison Keene, EdD

Program Description

For organizational leaders, managing the company's brand is vital to ensuring organizational growth opportunities, meeting target goals and attracting top talent. This Graduate Certificate in Brand Management combines business acumen and foundational marketing techniques with the broader concept of systems design to develop a student's ability to assess, analyze and execute an organization's mission, vision and values based on organizational strengths, weaknesses, opportunities and threats.

Learning Goals/Outcomes

- Analyze the laws of systems thinking and apply best practices for implementation by organizational leaders
- Develop business acumen: assess an organization for strengths, weaknesses, opportunities and threats with the ultimate goal of recommending future marketing strategies that align with the company's mission, vision and values

Curriculum: 12 credits

- Continuing & Professional Studies, Accelerated Program

Code	Title	Credits
Required		
IMBX 713		3
IMBA 761		3
Select One		
LDSP 510	Team Dynamics and Collaboratio	
LDSP 515	Org. Innovation, Creat & Chnge	
LDSP 520	Strat. Ldrshp in a VUCA World	
Elective (Select One)		
IMBX 604		
IMBX 731		
LDSP 590	Organizational Awareness	
LDSP 610	Organizational Performance Met	
LDSP 620	Global Leadership	
LDSP 625	Organizational Consulting I	

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