BRAND MANAGEMENT (GRADUATE CERTIFICATE)

Contacts

Program Director: Associate Dean: Allison Keene, EdD
Email: allison.keene@jefferson.edu

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

Code	Title	Credits
Requirements		
MBAD 761	Promotion Management	3
MBX 731	Design Thinking in Business	3
Leadership Selective (Select One)		3
LDSP 510	Team Dynamics and Collaboratio	
LDSP 515	Org. Innovation, Creat & Chnge	
LDSP 520	Strat. Ldrshp in a VUCA World	
Elective (Select One)		3
LDSP 590	Organizational Awareness	
LDSP 610	Organizational Performance Met	
LDSP 620	Global Leadership	
LDSP 625	Organizational Consulting I	
LDSP 700	Ldrshp Myths,Mysteries,Miscpts	
MBX 604	Business Model Innovation	
Total Credits		**12**