Course: Branding & Brand Strategy — credits: 5

Course code	CMVB22KEUBM	**Modes of delivery**	Practical / Training
Name	Branding & Brand Strategy	**Assessments**	Branding & Merkstrategie - Other assessment
Study year	2025-2026		
ECTS credits	5		
Language	Dutch, with parts in English		
Coordinator	I. Kooistra		

Learning outcomes

Content

Included in programme(s)

Communication & Multimedia Design

School(s)

School of Communication, Media & IT

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