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	2026-2027		
ECTS credits	5		
Language	Dutch, with parts in English		
Coordinator	I. Kooistra		

Learning outcomes

Content

Included in programme(s)

Communication & Multimedia Design

School(s)

Arts, Design & Built Environment

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