

# MKTC 375: REG FOR BUAD 375: BUILDING SUSTAINABLE BRANDS

Why do some brands stand the test of time while others disappear? What is the impact of being socially and environmentally responsible on brand sustainability? Using case studies and readings from the popular press, this course will explore what it takes to build a successful brand that not only generates bottom-line growth but positively impacts people and communities, generates brand loyalty, and garners employee engagement.

**Credits:** 3

**Prerequisites:**

BUAD 230

**Department:** [Marketing Communication](#)