

Undergraduate Certificate in Brand Management in Automotive Retail

Brand Strategy for Automotive Retail



mindmap

```
root((Brand Strategy for Automotive Retail))
```

```
Brand
```

```
Brand management
```

```
Brand identity
```

```
Digital
```

```
Digital marketing
```

```
Social media
```

```
Market
```

```
Market trends
```

```
Customer needs
```

```
Customer
```

```
Customer experience
```

```
Customer loyalty
```