



**BUSINESS SCHOOL**

**AALBORG  
UNIVERSITY**

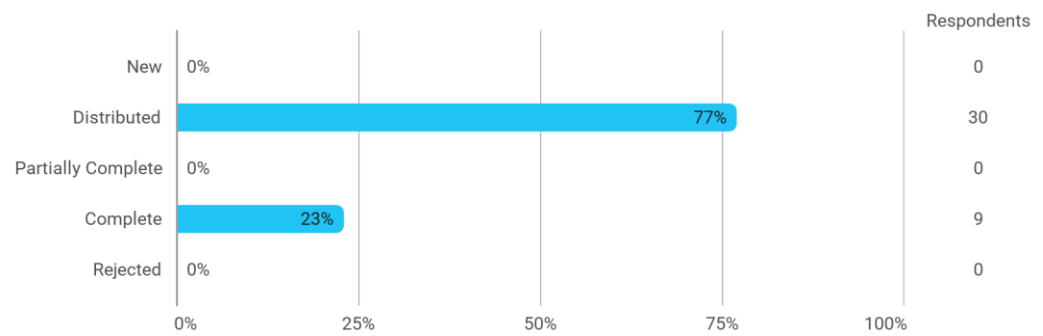
**MODULE EVALUATION  
Strategic Brand Management**

**Autumn 2024  
MSc in Economics and Business  
Administration (Marketing and Sales)**

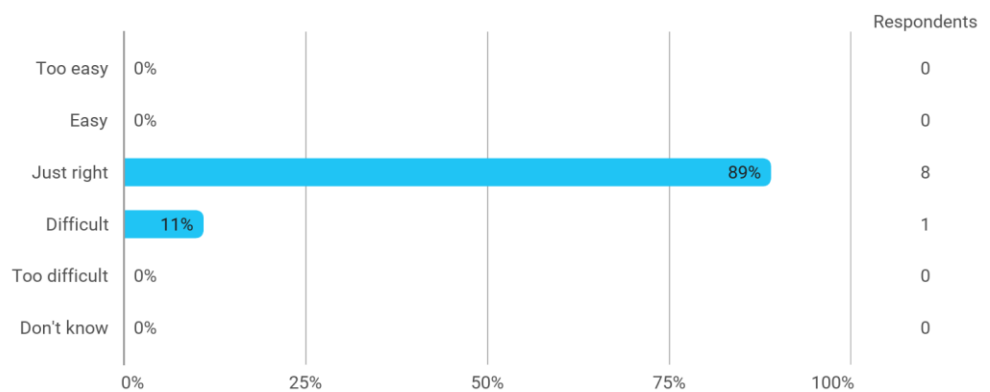
**3. semester**

Response rate: 23 %

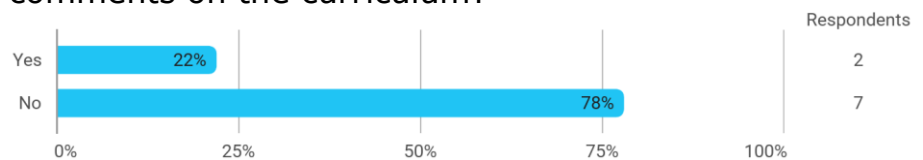
## Overall Status



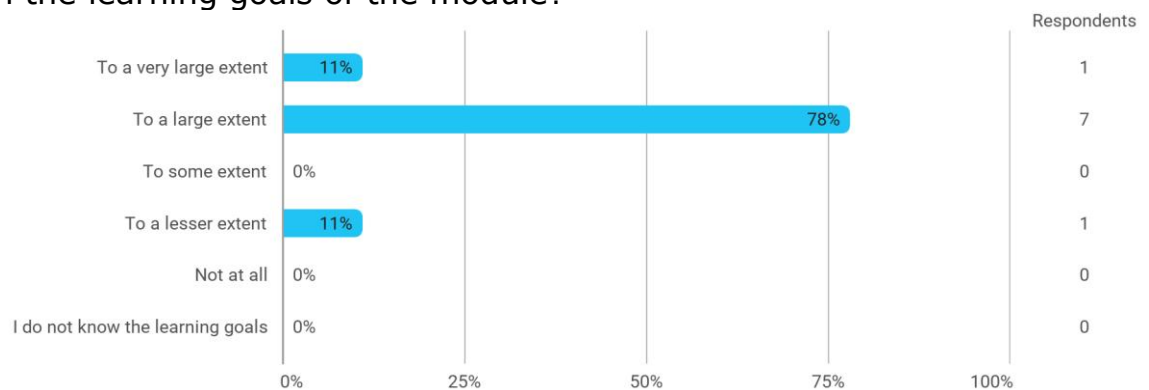
In relation to my own qualifications, I experienced the difficulty of the curriculum as:



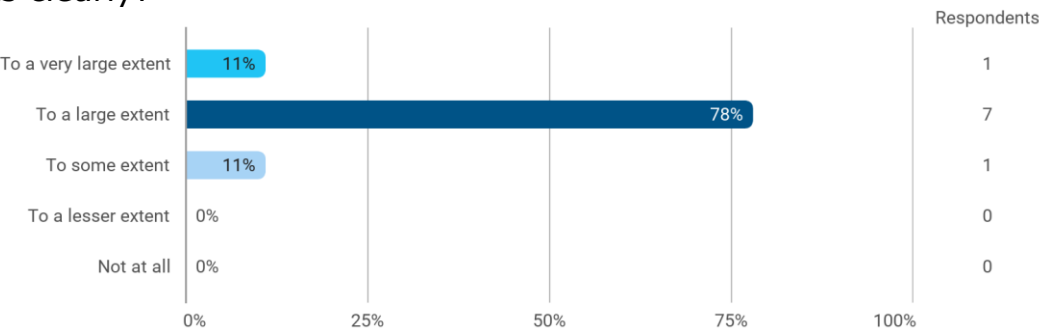
Do you have any other comments on the curriculum?



To what extent do you experience that you have gained the competencies defined in the learning goals of the module?



To what extent do you experience: - that the lecturers are good at explaining academic points clearly?



To what extent do you experience: - that the lecturers use practical examples to explain difficult points?

