

Academic Year/course: 2021/22

63070 - Digital corporate branding

Syllabus Information

Academic Year: 2021/22

Subject: 63070 - Digital corporate branding

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 565 - Master's in Digital Information and Communication Consulting

ECTS: 6.0

Year: 1

Semester: Second semester

Subject Type: Optional

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

See "learning tasks" and "Syllabus".

More information will be provided on the first day of class.

4.2. Learning tasks

The course includes the following learning tasks:

- Lectures.
- Practice sessions.
- Autonomous work.
- Assessment.
- Tutorials.

4.3. Syllabus

The course will address the following topics:

1. The Brand and its relation to the corporative identity and image
2. New perspectives for branding management. The central position of the consumer.
3. Tipology of the brands.
4. Analysis, creativity and planning in the brand consultancy.

4.4. Course planning and calendar

Further information concerning the timetable, classroom, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Arts website
<https://fyl.unizar.es/master/master-en-consultoria-de-informacion-y-comunicacion#overlay-context=>

4.5. Bibliography and recommended resources

More information will be provided on the first day of class. Specific bibliography will be included in the didactic units.