

Academic Year/course: 2022/23

63070 - Digital corporate branding

Syllabus Information

Academic Year: 2022/23

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. Concepts of brand, identity, image and positioning.
2. Brand management in the digital environment.
3. Analysis and strategies in brand consulting.
4. The work of agencies in brand advertising campaigns.

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.