

## 63070 - Digital corporate branding

### Syllabus Information

---

**Academic year:** 2024/25

**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

This subject is part of the subject "Corporate Communication". Its purpose is to know and learn to use the main techniques for the development of a corporate brand policy in a digital environment. Objectives: to know and apply reputation and brand promotion techniques in a digital environment; to integrate these techniques into a strategic communication management plan; to assess the effects of digital communication actions for brand promotion.

These approaches and goals are aligned with the following Sustainable Development Goals: Quality Education (SDG 4); Gender Equality (SDG 5); Reducing Inequalities (SDG 10); Sustainable Cities and Communities (SDG 11); Peace, Justice and Strong Institutions (SDG 16); Partnerships to Achieve the Goals (SDG 17).

### 2. Learning results

1. To implement a digital corporate communication management plan in any type of organization.
2. To apply innovative methodologies to solve complex corporate communication situations.
3. To acquire new knowledge that will enable the students to generate new ideas and solutions for their application in the management and implementation of digital corporate communication systems projects.

### 3. Syllabus

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

### 4. Academic activities

Theoretical classes; practical classes; personal work and study; tests or assessment activities. More information on this issue will be provided on the first day of class.

### 5. Assessment system

First call:

- Delivery of exercises and practical activities on the contents of the course. Assessment criteria: quality of the contents, correct use of the tools, ability to analyse and summarise, variety and adequacy of the information resources used, organization and presentation, precision in the use of terminology and expository clarity. Value: 60 % of the grade.

- Completion of a 60-minute written exercise on the contents of the subject. Assessment criteria: adequacy and relevance of the answers, thoroughness in the development, ability to analyse and summarise, precision in the use of terminology and expository clarity. Value: 40 % of the grade.

The written exercise will be done in person and the work will be delivered through the digital teaching platform on the date shown in the calendar of exams of the Faculty of Philosophy and Letters.

On the first day of the subject, a recommended timetable will be presented for the completion of an additional portfolio, different from the one for the lectures. This schedule will be adapted to blended learning in order to facilitate the acquisition of competences.

Second call:

Identical to the global assessment test of the first call.

### 6. Sustainable Development Goals

4 - Quality Education  
11 - Sustainable Cities and Communities  
16 - Peace, Justice and Strong Institutions