

## 61757 - Brand management in organizations

### Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	3.0
Course	1
Period	Second semester
Subject Type	Optional
Module	---

### 1. Basic info

#### 1.1. Recommendations to take this course

#### 1.2. Activities and key dates for the course

### 2. Initiation

#### 2.1. Learning outcomes that define the subject

#### 2.2. Introduction

### 3. Context and competences

#### 3.1. Goals

#### 3.2. Context and meaning of the subject in the degree

#### 3.3. Competences

#### 3.4. Importance of learning outcomes

### 4. Evaluation

### 5. Activities and resources

#### 5.1. General methodological presentation

The learning process designed for this subject is based on a combination of theory, practice sessions and tutorials. Main goal in the theory sessions is to define main concepts in brand management and debate about real problems in brand management. Students are encouraged in all these sessions to actively participate in the debates. Practice sessions are linked to the students' works. These works refer to the communication and debate of academic papers. Finally, students may come to tutorials sessions in order to solve their doubts either in the theory or in the development of their works.

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### 5.2.Learning activities

The programme includes the following activities...

- Theory sessions
- Discussion of academic papers and practical applications
- Presentations of the lectures

### 5.3.Program

1. Brand management in organisations
2. Corporate and brand identity
3. Brand image
4. Brand equity
5. Brand strategies

### 5.4.Planning and scheduling

The calendar of actual sessions will be made available through the faculty website. The calendar of other activities including students' presentations will be communicated by the teachers through the appropriate means.

### 5.5.Bibliography and recommended resources