

## 63070 - Digital corporate branding

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	103 - Facultad de Filosofía y Letras
<b>Degree</b>	565 - Master's in Digital Information and Communication Consulting
<b>ECTS</b>	6.0
<b>Course</b>	1
<b>Period</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **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**

See "Learning activities " and "Syllabus".

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

#### **5.2.Learning activities**

- Theoretical lectures.
- Practical lectures.

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- Individual work.
- Personal study.
- Assessment activities.

### 5.3.Program

1. Digital reputation and social responsibility.
2. Branding and graphic identity.
3. Corporate advertising, direct marketing and sales promotion.
4. Sponsorship and patronage.
5. Merchandising.

### 5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts ( *Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; *Examination schedule*: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

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

### 5.5.Bibliography and recommended resources

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