

## 63070 - Digital corporate branding

### Syllabus Information

**Academic Year:** 2019/20

**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

#### 1.1.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

#### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

### 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.