COURSE DESCRIPTION
COURSE/SUBJECT: BRAND MANAGEMENT: ONLINE IMAGE AND REPUTATION
YEAR 4 | SEMESTRAL COURSE
SEMESTER: 1ST OR 2ND
DEGREE: DIGITAL COMMUNICATION
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2018/2019
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

<table>
<thead>
<tr>
<th>Name:</th>
<th>Brand Management: Online Image and Reputation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code:</td>
<td>j404</td>
</tr>
<tr>
<td>Year (s) course is taught:</td>
<td>4th</td>
</tr>
<tr>
<td>Semester (s) when the course is taught:</td>
<td>1st or 2nd</td>
</tr>
<tr>
<td>Type:</td>
<td>Compulsory Subject</td>
</tr>
<tr>
<td>ECTS of the course:</td>
<td>6</td>
</tr>
<tr>
<td>Hours ECTS:</td>
<td>30</td>
</tr>
<tr>
<td>Language:</td>
<td>English</td>
</tr>
<tr>
<td>Modality:</td>
<td>On-campus</td>
</tr>
<tr>
<td>Degree (s) in which the course is taught:</td>
<td>Digital Communication</td>
</tr>
<tr>
<td>School which the course is taught:</td>
<td>Humanities and Communication Sciences</td>
</tr>
</tbody>
</table>

2.- ORGANIZATION OF THE COURSE:

<table>
<thead>
<tr>
<th>Department:</th>
<th>Audiovisual Communication and Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area of knowledge:</td>
<td>Audiovisual Communication and Advertising</td>
</tr>
</tbody>
</table>

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Laura Monteagudo Barandalla</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>914566300 (5376)</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:lauraisabel.monteagudobarandalla@ceu.es">lauraisabel.monteagudobarandalla@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>1,17B Facultad CC EE y EE</td>
</tr>
<tr>
<td>Teaching and Research profile:</td>
<td>Lecturer</td>
</tr>
<tr>
<td>Research Lines:</td>
<td></td>
</tr>
</tbody>
</table>

2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

The course Brand Management: Online Image and Reputation offers a methodological and practical approach to the process of creating and managing a brand in the context of digital media and social networks. Based on the previous knowledge acquired by students in the field of advertising, communication and marketing, the course addresses the concept of a brand and the most relevant characteristics of its structure; The particularities of trademark management in different areas (trademarks, corporate brands, destination brands and NGOs); The positioning strategies and methodologies of valuation of the marks in digital environments. The subject provides the student
with theoretical knowledge and practical skills to create a brand, perform a critical analysis of a brand strategy, and develop a brand communication campaign in digital environments.

### 4. COMPETENCIES

#### 1. - COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS4</td>
<td>Adaptation to the digital environment and multimedia creativity.</td>
</tr>
<tr>
<td>GS5</td>
<td>Sense of ethics in the digital environment.</td>
</tr>
<tr>
<td>GS6</td>
<td>Capacity to communicate interpersonally, work in a team and resolve disputes.</td>
</tr>
<tr>
<td>GS7</td>
<td>Capacity to manage by objectives.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC9</td>
<td>Knowing how to differentiate between the different perspectives from which communication has been researched and the effects attributed to it.</td>
</tr>
<tr>
<td>SC41</td>
<td>Capacity to resolve communication problems strategically.</td>
</tr>
<tr>
<td>SC42</td>
<td>Initiating, developing and executing a communication strategy and knowing how to reflect critically on one’s own practice.</td>
</tr>
</tbody>
</table>

### 5. LEARNING ACTIVITIES

#### 1. - DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Total hours of the course</th>
<th>180</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>60</td>
</tr>
<tr>
<td>TOTAL Presence Hours</td>
<td>60</td>
<td></td>
</tr>
</tbody>
</table>
2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA7 Self-Student Work</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</table>

6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- 75% attendance to practical classes is required.
- Attendance to conferences organized by the Faculty, specific to the degree or linked to a subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

2.- ASSESSMENT SYSTEM AND CRITERIA:

**ORDINARY EXAMINATION (continuous assessment)**

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>40%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR – Assessment of Practical Activities and Simulations</td>
<td>10%</td>
</tr>
</tbody>
</table>

**ORDINARY EXAMINATION**

- A minimum grade of 5 on the written exam must be achieved in order to make the average with the practical part.

**RE-TAKE EXAM/EXTRAORDINARY EXAMINATION**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
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<tr>
<td>AS4</td>
<td>PR – Assessment of Practical Activities and Simulations</td>
<td>60%</td>
</tr>
</tbody>
</table>
3.- DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assessment criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2 Written Exam</td>
<td>Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.</td>
</tr>
<tr>
<td>AS4 Assessment of Practical Activities and Simulations</td>
<td>Practical Activities and Simulations</td>
</tr>
</tbody>
</table>

7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

**THEORETICAL PROGRAM:**

UNIT 1. Introduction to the concept of a brand. Historical evolution of brands. What is a brand, basic concepts. Brand typologies. The economic, social and cultural value of brands.


UNIT 6. Analysis of the best practices of the creation and management of marks in digital environments. Key cases of digital brand management and communication in different economic and social sectors. Trends and perspectives.

**PRACTICE PROGRAM:**

Analysis of the structure and communication strategy of a relevant brand (15% of the internship mark)
Rebranding case (15% of the internship mark)
Creation of a brand (structure and main applications) (15% of the internship mark)
Definition of the online communication strategy of a brand (15% of the internship mark)

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:
1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.