

Academic Year/course: 2022/23

61757 - Brand management in organizations

Syllabus Information

Academic Year: 2022/23

Subject: 61757 - Brand management in organizations

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject Type: Optional

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

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

4.2. Learning tasks

The course includes the following learning tasks:

- Theory sessions: 15 hours; attendance 100%
- Discussion of academic papers and their practical applications: 20 hours; attendance 50%
- Presentations of the readings: 40 hours; attendance 12,5%

Note: It is expected that classes will take place at the Faculty (offline). However, classes would take place semi-on-site or online if it were necessary due to safety reasons.

4.3. Syllabus

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

4.4. Course planning and calendar

The calendar of sessions will be available on the Faculty website. The calendar of other activities, including students' presentations, will be communicated by the teachers through the appropriate means.

4.5. Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=61757&year=2021