

## 61757 - Brand management in organizations

### Syllabus Information

**Academic year:** 2023/24

**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

This subject offers an academic vision of the brand as a business asset, both at the level of individual products and at the organizational level. Taking the knowledge acquired in undergraduate subjects as a starting point, it addresses concepts such as image, identity and brand value, as well as the main management strategies. In this way, issues such as the multidimensional nature of the brand, the different perspectives of analysis, measurement models, the effects on the different stakeholders and the determinants of management are discussed.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>) and certain specific goals such that the acquisition of the learning results of the subject will contribute to some extent to the achievement of Objectives 8.2 and 8.3 of Goal 8, and Objective 12.6 of Goal 12.

### 2. Learning results

- To be able to identify the key elements linked to brand identity and image.
- To be able to locate the necessary bibliography related to a specific brand management topic, using the main tools available.
- To understand the concepts of identity, image and brand value, as well as the main determinants and consequences on the different stakeholders.
- To rigorously communicate knowledge, ideas as well as the results of the activities and works performed in oral and written form.

### 3. Syllabus

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

### 4. Academic activities

- Participative lectures (15 h; 100% attendance): sessions with the teaching staff in which the topics of the syllabus will be explained, promoting debate and discussion on the contents.
- Academic readings and practical classes (20 h; 50% attendance): commentary on readings and other practical activities.
- Presentation and defence of work (40 h; 12.5% attendance): presentation and defence of assigned readings.

### 5. Assessment system

The recommended method for students is **continuous assessment**. This system involves analysis and exposition of readings. Throughout the term, students will receive a series of research papers to read, analyse in depth and present orally. Specifically, the works will include the analysis of the readings from the student's critical viewpoint, not only the description of what the authors of the article have done.

In order to pass the subject through this continuous assessment system, the student must obtain a minimum of 5 points out of 10 in the total of the following activities:

- Written commentary of the readings (70% of the grade)
- Presentation and defence of readings (20% of grade)
- Active participation in classes (10% of the grade)

In any case, the subject may also be passed by means of a **global test** in the two official calls. This test may include both theoretical and practical questions on the contents explained in class and the materials used. The student must obtain a minimum grade of 5 points out of 10 to pass the subject in this way.