

Academic Year: (2018 / 2019)

Review date: 09-05-2018

Department assigned to the subject: Business Administration Department

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

OBJECTIVES

- Analuze and design digital brand strategies
- Analyze the impact of these strategies with the appropriate indicators (KPI's)
- Learn how to perform brand monitoring in digital environments
- To know the concept and the bases for implementing the digital monitoring of the reputation and brands
- Learn about reputational crisis management strategies

DESCRIPTION OF CONTENTS: PROGRAMME

- Branding and its dimensions
- Brand Identity and Brand Personality
- Brand analysis in the digital environment
- Analysis of the impact of brand digital strategies and control.
- Identification of appropriate performance indicators (KPI's)
- Brand monitoring in digital environments
- Social media monitoring and tools
- Reputational crisis management strategies

LEARNING ACTIVITIES AND METHODOLOGY

Lectures and practical classes

% end-of-term-examination:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

BASIC BIBLIOGRAPHY

- Andy Beal, Judy Strauss Radically Transparent: Monitoring and Managing Reputations Online, Wiley, 2008
- Andy Stalman Brand off on: El Branding del futuro, EDICIONES GESTION 2000, 2014
- KEVIN LANE KELLER Branding, Administración estratégica de Marca, PRENTICE HALL MEXICO, 2008
- Rowles, Daniel Digital branding a complete step-by-step guide to strategy, tectics and measurement, KOgan Page, 2008

ADDITIONAL BIBLIOGRAPHY

- Andy Beal Repped: 30 Days to a Better Online Reputation, Andy Beal/Marketing Pilgrim, 2014