

E-Branding

Academic Year: (2018 / 2019)

Review date: 12-04-2018

Department assigned to the subject: Business Administration Department

Coordinating teacher:

Type: Electives ECTS Credits : 6.0

Year : Semester :

DESCRIPTION OF CONTENTS: PROGRAMME

1. eBrand concept, typologies
2. Functions of brands
3. Functional Attributes and Emotional Attributes
4. Brand Personality
5. Brand Identity
6. Monitoring of perceptions and associations
7. Crisis Management of Brands online

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40