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Brand and on line reputation management

Academic Year: (2019 / 2020) **Review date: 05-05-2020**

Department assigned to the subject: Business Administration Department

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Electives ECTS Credits : 6.0

Year : 4 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing Digital

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 (assigments, 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