

Academic Year: ( 2020 / 2021 )

Review date: 12-07-2020

Department assigned to the subject: Institute for the Development of Enterprises and Markets (INDEM)

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

None

**OBJECTIVES****COMPETENCES**

CB8, That students are able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9, That students know how to communicate their conclusions and the knowledge and ultimate reasons that sustain them to specialized and non-specialized audiences in a clear and unambiguous way.

CG4, To identify the brands strategy in the current saturated advertising market.

CE7, To analyze market data to design a strategic communication plan.

CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

**LEARNING OUTCOMES**

Students will be able to design brand strategies in the new context of communication.

To know the main dimensions and constructs relevant to strategic brand management, as well as their metrics.

To be able to set and establish the most appropriate communication and advertising objectives according to brand values and budgetary restrictions.

**DESCRIPTION OF CONTENTS: PROGRAMME****Part 1: Brand Strategy**

1. The brand value based on the consumer
2. Brand value theories
3. Brand: brand equity, trust, affection, loyalty, audit, meaning, community, prominence, positioning, elements, strategy
4. Brand Identity
5. Extension Strategies and co-branding
6. Brand architecture
7. Brand Personality
8. Measurement of Brand personality
9. Building Brand Personality
10. Neuromarketing: definitions and applications

**Part 2: Branding and User Experience (UX).**

1. Brand Sense and Soul: learn how to create a brand's soul and culture using a Brand Construct Pyramid canvas.
2. Benchmarking and Positioning: The art of Branding is knowing how to fit in to a sector and in turn stand out.
3. Audiences - Stakeholders and Contextual Investigation: If you do not know your audience, your brand will have no direction.
4. Brand Eco-System: Discover how your brand interacts with your Stakeholders and how they in turn interact with each other.
5. Personas and their Customer Journey: We discover who are your brand's users and how they interact with it in an emotional and systematic way.
6. Brand Touchpoints Customer Experience: Learn how to discover points of contact and create a unique brand experience.

7. Brand Route Map: Learn how to combine all the previous phases into a single, user-centric Brand Strategy.
8. Digital Branding
9. Bios: How brands describe themselves in Social Media, webs from the brand's sector and other on-line sources. Footfall: Events, Trade Fairs, Retail, Info Kiosks, etc.

## LEARNING ACTIVITIES AND METHODOLOGY

### FORMATION ACTIVITIES

Theoretical class  
 Theoretical practical classes  
 Tutorials  
 Team work  
 Individual student work

### TEACHING METHODOLOGIES

- Exhibitions in the lecturer's class with support of computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.
- Critical reading of texts and viewing of audiovisual material recommended by the lecturer of the subject: Press articles, videos, advertising campaigns, reports, manuals and / or academic articles, or for later discussion in class, or to expand and consolidate knowledge of the subject.
- Resolution of practical cases raised by the teacher about communication and publicity, individually or in group
- Exhibition and discussion in class, under the moderation of the lecturer of subjects related to the content of the subjects, as well as of practical cases
- Development of works and reports individually or in groups

## ASSESSMENT SYSTEM

### EVALUATION CRITERIA

1. Individual participation: 10%
2. Branding assignments : 60%
3. Exam: 30%

Evaluation Criteria for the Extraordinary Call:  
 "The Continuous Assessment is kept"

<b>% end-of-term-examination:</b>	30
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	70

## BASIC BIBLIOGRAPHY

- Daniel Rowles Digital Branding A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement, Kogan Page, 2017
- Kapferer, J\_N The New Strategic Brand Management, Edition 5, Cogan Page, 2012
- Keller, K. L Strategic Brand Management, 4th ed., Pearson Prentice-Hall., 2013
- Marc Gobe Emotional Branding: The New Paradigm for Connecting Brands to People, Allworth press, 2010
- Unger, Russ; Chandler, Carolyn A Project Guide to UX Design: For user experience designers in the field or in the Making por Unger, Russ; Chandler, Carolyn 03/201, New Riders Publishing, 2012

## ADDITIONAL BIBLIOGRAPHY

- Vakratsas, Demetrios; Ambler, Tim How Advertising Works: What Do We Really Know?, Journal of Marketing, Jan99, Vol. 63 Issue 1, p26-43.¿
- Vaughn, Richard. How Advertising Works: A Planning Model Revisited, Journal of Advertising Research,, Feb/Mar86, Vol. 26 Issue 1, p57.¿
- Aaker J What Are Your Signature Stories?, California Management Review, spring 2016
- Marty Neumeier The Brand Gap: How to Bridge the Distance Between Business Strategy and Design, Aiga Design Press, 2005
- Wally Olins Brand New: The Shape of Brands to Come Paperbackby , Thames and Hudson, 2014

## BASIC ELECTRONIC RESOURCES

- Unger, Russ; Chandler, Carolyn . A Project Guide to UX Design: For user experience designers in the field or in the Making:  
[http://uc3m.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe\\_hSmEGzZCC6hFgzjJYxDVCE8MTg0O1oSVIRbAYtSEAzYqAuVzMsg4KgRAhiU3EszU1IVSvIVQiMUXMDLGrgZFN1cQ5w9dEuTjXPjjc0MQ](http://uc3m.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMw42LgTQStzc4rAe_hSmEGzZCC6hFgzjJYxDVCE8MTg0O1oSVIRbAYtSEAzYqAuVzMsg4KgRAhiU3EszU1IVSvIVQiMUXMDLGrgZFN1cQ5w9dEuTjXPjjc0MQ)