Brand and on line reputation management

Academic Year: (2021 / 2022) **Review date: 04-06-2021**

Department assigned to the subject: Business Administration Department

Coordinating teacher: DE VRIES , ELINE LOUISE ELISABETH

Type: Electives ECTS Credits : 6.0

Year : 4 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

ASSESSMENT SYSTEM

SE1. FINAL EXAM. In which the knowledge and the skills a acquired throughout the course will be the global grading.
SE2. CONTINUOUS ASSESSMENT. In it, the works, presentations, performance in debates, class presentations, exercises, practices and homework throughout the course will be evaluated

% end-of-term-examination:	40
% of continuous assessment (assigments, laboratory, practicals…):	60

BASIC BIBLIOGRAPHY

- Dawn McGruer Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business, Wiley, 2019

ADDITIONAL BIBLIOGRAPHY

- Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer, and David J. Reibstein. Marketing Metrics. PH Professional Business, PH Professional Business, 2010