

Academic Year: (2023 / 2024)

Review date: 02-06-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: DE VRIES , ELINE LOUISE ELISABETH

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

ASSESSMENT SYSTEM

SE1. FINAL EXAM. In which the knowledge and the skills a acquired throughout the course will be the global grading. Minimum required grade on the final exam to pass the course: 4.0

SE2. CONTINUOUS ASSESSMENT. In it, the works, presentations, performance in debates, class presentations, exercises, practices and homework throughout the course will be evaluated

Extraordinary call:

Students who do not pass the subject in the ordinary call will have an extraordinary call to pass:

1. If the student followed the continuous evaluation: the qualification will be the one established in the subject program of the ordinary call. However, the student will have the right to be qualified only with the grade obtained in the final exam if this is more favourable.
2. If the student did not follow the continuous evaluation: the grade will be the one obtained in the final exam. However, the teacher may authorize the delivery of the continuous assessment exercises in the extraordinary call, evaluating in such a case in the same way as in the ordinary call.

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| % end-of-term-examination: | 40 |
| % of continuous assessment (assignments, 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