

**CALENDARIO DE ACTIVIDADES DE EVALUACIÓN CONTINUA COMUNES A TODOS LOS GRUPOS DE LA ASIGNATURA**  
**CALENDAR OF CONTINUOUS ASSESSMENT ACTIVITIES COMMON TO ALL GROUPS OF THE COURSE**

**ASIGNATURA - COURSE:** Gestión de marca y reputación online

**ESTUDIO - PROGRAMME:** Grado en Gestión de la Información y Contenidos Digitales

SEMANA - WEEK	ACTIVIDADES DE EVALUACIÓN CONTINUA - CONTINUOUS ASSESSMENT ACTIVITIES
<p><i>Indicar la semana lectiva en la que tendrá lugar la prueba o actividad de evaluación continua y describir en la columna siguiente</i> <i>Indicate the teaching week in which the continuous assessment activities will take place and describe in the following column</i></p>	
<b>WEEK 4</b>	INDIVIDUAL ASSIGNMENT 1: BRANDING ELEMENTS AUDIT
<b>WEEK 6</b>	INDIVIDUAL ASSIGNMENT 2: ENVIRONMENTAL ELEMENTS OF A BRAND
<b>WEEK 7</b>	INDIVIDUAL ASSIGNMENT 3: BRAND ATTRIBUTES
<b>WEEK 10</b>	INDIVIDUAL ASSIGNMENT 4: BRAND PERSONALITY ARQUETYPES
<b>WEEK 12</b>	INDIVIDUAL ASSIGNMENT 5: POSITIONING STRATEGIES
<b>WEEK 15</b>	GROUP PROJECT: CREATE A BRAND
<b>WEEK 16</b>	PRESENTATIONS GROUP PROJECT: CREATE A BRAND