



**COURSE NAME: BRANDING AND DIGITAL BRANDING**

**POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION**  
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**ECTS.**  
**3**

**TERM: 1º**

**COURSE TIMETABLE**  
**WEEKLY PLANNING**

W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMALL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	Brand Strategy, 1 and 2. (NL)	X			Lectures and student's work	1,5	2
	2	Brand Strategy, 3. (NL)	X			Lectures and student's work	1,5	3
2	3	Brand Strategy, 4 and 5. (NL)	X			Lectures and student's work	1,5	2
	4	Brand Strategy, 6 and 7. (NL)	X			Lectures and student's work	1,5	3
3	5	Branding and User Experience (UX), 1. (NL)	X			Lectures and student's work	1,5	2
	6	Branding and User Experience (UX), 2. (NL)	X			Lectures and student's work	1,5	3
4	7	Branding and User Experience (UX), 4. (NL)	X			Lectures and student's work	1,5	2
	8	Branding and User Experience (UX), 5. (NL)	X			Lectures and student's work	1,5	2
	9	Branding and User Experience (UX), 6. (NL)	X			Lectures and student's work	1,5	2
5	10	Branding and User Experience (UX), 7. (NM)	X			Lectures and student's work	1,5	2
	11	Branding and User Experience (UX), 8. (NM)	X			Lectures and student's work	1,5	2
	12	Branding and User Experience (UX), 9. (NM)	X			Lectures and student's work	1,5	2
6	13	Brand Strategy, 10. (EdV)	X			Lectures and student's work	1,5	2
	14	Brand Strategy, 10. (EdV)	X			Lectures and student's work	1,5	2
<b>Subtotal 1</b>							<b>21</b>	<b>35</b>
<b>Total 1 (Attendance hours and student's work hours between weeks 1 to 6)</b>								<b>56</b>
7-8	Submission of assignments							4
	Tutorial time. Meeting with students.							2
	Final exam preparation							13
<b>Total 2 ( Student's work hours between weeks 7 to 8)</b>								<b>19</b>
<b>TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)</b>								<b>75</b>