

COURSE NAME: CORPORATE IMAGE

UFV CODE: 1132 **ECTS:** 6.0

TYPE OF COURSE: O, 1C

INTERNATIONAL CODE: MKT1132 **YEAR:** 3

REQUIREMENTS: MKT1114/ ADP1118

OBJECTIVES: Today, the name brand is the one true asset of a company when going

into the market. To understand it is only the first step, although fundamental, in analysing, planning and building winning brands

COURSE DESCRIPTION: We start auditing or evaluating real brands, analysing strengths and weaknesses and discovering the structure, the foundations and the style

until we can understand and identify the brands' image

BIBLIOGRAPHY: MOLINÉ, M.: Malicia para vender con marca. Deusto

METHODOLOGY: The analysis and evaluation of real brands, enabling us to discover

how brands are developed and how their image is perceived

EVALUATION: A combination of class participation and attitude, assignments during the

course and the final exam (an oral presentation of a final assignment similar to the ones

done during the course)

PROFESSOR: Álvaro Gardeazábal **LANGUAGE:** Spanish