COURSE DETAIL

E-BRANDING
Country Spain
Host Institution Carlos III University of Madrid
Program(s) Carlos III University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 147
UCEAP Course Suffix
UCEAP Official Title E-BRANDING
UCEAP Transcript Title E-BRANDING
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course offers a study of e-branding. Topics include: the concept of an eBrand and typologies; the functions of brands and the functional and emotional attributes of brands; brand personality and identity; monitoring perceptions and associations of brands; online brand crisis management.

Language(s) of Instruction
English

Host Institution Course Number
17671

Host Institution Course Title
GESTIÓN DE MARCAS EN EL MUNDO DIGITAL (E-BRANDING)

Host Institution Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=351&anio=2022&plan=393&asig=17...

Host Institution Campus
Getafe

Host Institution Faculty
Facultad de Ciencias Sociales y Jurídicas

Host Institution Degree
Grado en Empresa y Tecnología

Host Institution Department
Departamento de Economía de la Empresa

Course Last Reviewed
2022-2023

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