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 Semester Units

UCEAP Quarter Units

3.30

5.00

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 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

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