

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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