

## COURSE DETAIL

### THE NEW FACE OF BRANDING: POLITICAL AND SOCIAL ACTIVISM

**Country**

Denmark

**Host Institution**

Copenhagen Business School

**Program(s)**

Copenhagen Business School Summer

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

111

**UCEAP Course Suffix****UCEAP Official Title**

THE NEW FACE OF BRANDING: POLITICAL AND SOCIAL ACTIVISM

**UCEAP Transcript Title**

POL & SOC ACTIVISM

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course explores the new role of brand activism as a tool to forge consumer-brand relationships, manage corporate brand reputation, and drive social and environmental impact. It examines both the promise and the pitfalls of brand activism and evaluates how storytelling and digital enhancement can support brand activism. The course covers how brands are increasingly embracing social, environmental, and political ideologies as a way to build their brand-centered identity and engage with various stakeholder groups. It explores this phenomena as an off-shoot of corporate social responsibility and more traditional branding strategies. It examines the corporate brand as the embodiment of the firm's value position. After an introduction to what is meant by brand activism, the course moves to examine several planning issues, including how to connect with stakeholders, choosing values and causes that are authentic, and determining risk exposure. It then moves to explore how storytelling, digital enhancement, and partnerships can all magnify the impact of brand activism.

### Language(s) of Instruction

English

### Host Institution Course Number

BA-BHAAI1094U

### Host Institution Course Title

THE NEW FACE OF BRANDING: POLITICAL AND SOCIAL ACTIVISM

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

International Summer University Programme

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