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

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THE NEW FACE OF BRANDING: POLITICAL AND SOCIAL ACTIVISM

Host Institution Course Details
https://kursuskatalog.cbs.dk/2021-2022/BA-BHAAI1094U.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
International Summer University Programme

Course Last Reviewed
2022-2023

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