

1. BASIC DETAILS

Course	Brand Strategy
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	2º
ECTS	6 ECTS
Type	Core
Language(s)	Spanish
Delivery Mode	On campus
Semester	1st semester

2. INTRODUCTION

Brand Strategy is a course aimed at providing students with the knowledge required to manage the building of a brand during the whole process from its gestation and throughout its life cycle.

A type of strategy is proposed which is suitable to be adjusted to corporate, institutional, commercial, “country” and generic brands, as well as the “personal brand”.

In addition to the product strategy, whose essence is determined by a pure marketing approach, this course limits brand strategy content to the social communication framework in its broadest sense, contextualising this in the framework of 360º communication plans and summing up its execution in the digital reality of the 21st century, while considering all corporate audiences concerned, in other words, shareholders, stakeholders, financial analysts, means of communication, the general public and public or private institutions and administrations. Brand strategy also takes into account its synergistic development in disciplines such as advertising, public relations, events organisation, production, brand consultancy and branded content.

Throughout this course, students will acquire command of endogenous professional terms in this subject such as “brand equity”, “brand concept”, “brand positioning”, “branding”, “brand

positioning statement” and “insight”. Students will also discover the various types of brand personality and creative routes proposed by professionals in the sector in recent decades.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB3 - Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

Transversal skills (CT, by their acronym in Spanish):

CT1 - Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT5 - Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

Specific skills (CE, by their acronym in Spanish):

CE08 - Ability to understand the relevant aspects of the advertising strategy and of the intrinsic value provided by brands.

CE09 - Ability to recognise the fundamentals of development work of brands and products associated with them.

CE10 - Ability to implement the theoretical and practical bases of advertising, from definition to strategic planning in the media.

CE11 - Ability to develop the communication skills needed to present advertising campaigns

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Students will be able to establish the corporate brand strategy in accordance with company and marketing goals with the comparative position of the company in each market. 2.
- RA2: Students will be able to establish specific strategies for each product and its associated brand within the overall strategic environment of the company. 3. Students will go more deeply into product life cycles, learning to make decisions in a competitive market.

Skills	Learning outcomes
CB4, CT3, CE11	RA1
CB4, CT3, CE11	RA2

4. CONTENTS

- Strategic and creative planning of branding.
- Strategic and creative importance of the brand in the organisation.
- In this subject, the value of the brand and its creative processes in organisations is studied and analysed, separating the various concepts that shape and make up the brand concept and creative brand building on the market.
- Concept of Branding.
- Creative building and processes of a brand.
- Brand building.
- Brand marketing and strategic communication.
- Comprehensive strategic planning.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Simulation environments

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	18
Asynchronous lectures	12
Debates and discussions	10
Case study analysis	20
Problem-solving	20
Oral presentations	15
Drawing up reports and written work	20
Independent working	20
Workshops and/or laboratory work	15
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	10.0
Reports and written work	10.0
Case study/problem scenario	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAFÍA

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

- Bassat, Lluís (2013). *El Libro Rojo de la Publicidad (Ideas que Mueven Montañas)*. Barcelona: Penguin Random House. Bassat, Lluís (2014). *La Creatividad*. España: Conecta
- Dru, Jean Marie (2015). *The Ways to New: 15 Paths to Disruptive Innovation*. New Jersey: John Wiley & Sons.
- Edwards, Helen (2007). *Creating Passion Brands: How to Build Emotional Brand Connection with Customers*. UK: Kogan Page Publishers. Goodson, Scott (2012). *Uprising: How to Build a Brand--and Change the World--By Sparking Cultural Movements*. New York: McGraw Hill. Ind, Nicholas y Iglesias, Oriol (2017). *¡Quiero esta marca!: Cómo construir marcas deseables*. Barcelona: Bloomsbury Publishing. Middleton, Simon (2010). *Building a Brand in 30 days*. UK: Capstone Publishing.
- Ries, Al & Trout, Jack (2001). *Positioning: The Battle for Your Mind*. New York: McGraw Hill.
- Robertson, Graham (2018). *Beloved Brands. The playbook for how to build a brand your consumers will love*. Toronto. Apple Books.