



eCAMPUS

BRANDING STRATEGIES AND REPUTATION BUILDING ECF2C07

Distance Learning Study Program

BRANDING STRATEGIES AND REPUTATION BUILDING (5 ECTS)

COURSE DESCRIPTION

Branding Strategies and Reputation Building is a course that aims to provide students with an understanding of the strategies carried out by the company in order to manage and realize the brand of a company as well as a way to build its reputation in the market. Besides, understanding what brands are and what they mean is important when appreciating the scope and significance of corporate brands. Indeed, the link between a brand and corporate reputation can be considered from either perspective. This in turn leads to questions about corporate social responsibility and the role this concept might play within the brand as a promotional device or at a deeper level, as part of corporate citizenship. Students also get a chance in exploring and understanding what is meant by corporate reputation and what are the key issues that need to be considered when managing reputation. This involves examining the work of both academics and practitioners.

OBJECTIVES

By the end of this course, you will be able to:

1. Defining the brand equity in question Examine brand concepts in real-life examples
2. Categorizing strategic implications of branding
3. Identifying the brand and business models
4. Defining the brand diversity
5. Understanding the new brand management
6. Analyzing brand identity and positioning
7. Understanding the rise of corporate reputation
8. Examining the scope of corporate reputation
9. Analyzing the significance of corporate culture
10. Measuring the corporate reputation
11.) Examining the future for brands
12. Write and present project report

LEARNING METHODS

You will study with CLANED, a leading distance learning platform developed in Finland, Europe. In CLANED, you will enter a virtual classroom and learn with the aid of articles, online presentations, video presentations, interactive workshops, and project work. In addition to that, you will engage in interactive quizzes and assignments.

ASSESSMENT AND EVALUATION

Throughout the student journey in the distance learning study course, students will encounter weekly quizzes and assignments. In addition to that, they will face midterm exams after the first six sessions, and the final exam after the last online class has been completed. To complete a distance learning course, students must pass all quizzes and exams as students must pass examinations to unlock the following study contents.

The assessment and evaluation in each distance learning course include detailed performance analytics and grades, given in %. In addition, each student will receive certification about study

