FACULTAD DE CIENCIAS
ECONÓMICAS Y EMPRESARIALES

GENERAL INFORMATION ABOUT THE COURSE

Course Information	
Course Title	Marketing, Reputation & Branding
Degree	Double Degree International Relations & Global Communication
Year	2nd
Semester	2nd.
ECTS Credits	6
Type	Obligatory - Basic
Department	Marketing
Field	Marketing, Reputation & Branding
University	Pontificia Comillas
Hours/week	4 hours/week, 2nd. semester
Teacher	Pedro Palencia Alacid
Descriptor	Topics: The Marketing function, The Market, The Marketing Mix Management, Principles of Corporate Reputation, Managing Corporate Reputation, Managing Corporate Reputation on line, The Brand Concept, Brand and Corporate Identity Management, Brand Equity, Image, Identity and Reputation.

Professors Information	
Professor	
Name	Pedro Palencia Alacid
Departament	Marketing
Field	Marketing, International Marketing and Marketing Research
Office	
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Phone number	
Tutorial Hours	2 hours per week (previous appointment by e- mail)

DETAILED INFORMATION ABOUT THE COURSE

Context of the course
Contribution to the professional profile of the degree

This course introduce students to important areas of Marketing: marketing introduction / fundamentals; Company Reputation and Branding. After this course students should be able to apply the marketing concepts studied to what marketers do in "the real world" and use these concepts to analyze business decisions. Furthermore, the course will improve heavily the familiarity with current challenges in marketing and lay the foundations for students wishing to take more specialized courses in marketing. Classes are practical and focus on the reality of the modern companies today.

Prerequisites
None

Skills – Objetives
Generic skills of degree programme
Instrumental Skills

CGI Analytical capacity and ability to synthesize
CG2 Capacity to implement marketing and communication skills in international environments
CG4 Capacity of oral and written communication in english.
CG6 Ability to think and manage strategically in the context of international marketing and communication
CG11 Ability to solve problems in the context of international marketing and communication
CG12 Capacity to make decisions in the field of international marketing and communication

Interpersonal Skills

CG5 Recognition of, and respect for, diversity and multiculturalism
CG9 Ability to critique and self-criticism
CG13 Capacity to work in international teams
CG20 Ability of ethical commitment in the development of its professional activity.

Systemic Skills

CG16 Capacity for entrepreneurship and innovation in professional areas in the field of marketing and communication

Skills specific to the sub-field of knowledge
Learning outcomes (intellectual skills)

CE06 Knows the theoretical and practical foundations of marketing and is able to apply them to the service of communication management in their professional environment.
RA1 Is familiar with the topics that are dealt with within the field of marketing.
RA2 Know the general elements that define marketing as a discipline, as well as management in the field of marketing.

Learning outcomes (practical skills)

RA3 It is capable of projecting marketing knowledge oriented towards communication into a tangible and practical objective.

Learning outcomes (attitudinal)

RA4 Understand the importance of marketing communications in the comprehensive planning of communication plans.

THEMATIC UNITS AND CONTENT

Content – Thematic Units

Topic 1: The Marketing function

1. Introduction. The Marketing Concept
2. Marketing, just an organizational function?
3. Marketing Management functions

Topic 2: The Market

1. The concept of Market. Definitions
2. Types of Market
3. Consumer Behaviour
4. Market Segmentation. STP Process

Topic 3: The Marketing Mix Management

1. Marketing Mix definition
2. The 4 P´s: product, Price, place, promotion
3. Product Policy
4. Price Policy
5. Place Policy
6. Promotion Policy

Topic 4: Principles of Corporate Reputation

1. What is reputation?
2. Why does it matter?
3. What drives reputation?
4. How do you measure reputation?
5. What does reputation research deliver?

Topic 5: Managing Corporate Reputation

1. The A – Z of reputation management
2. How to manage a good reputation
3. Managing reputation and building credibility
4. Shaping the identity of your company

Topic 6: Managing Corporate Reputation on line

1. Reputation Management & Social Media
2. Importance of reputation online
3. Strategic risk and reputation
4. Building an effective company reputation online
5. How to promote your company online

Topic 7: The Brand

1. What is a brand?
2. The brand elements
   a) Brand identity
   b) Brand Image
   c) Brand personality)
   d) Brand positioning
3. A model for strategically building brands: from Brand vision to brand evaluation
4. A new paradigm for strategic branding: branding from below
5. Example of building an on line brand & corporate identity in the tourism industries

Topic 8: Brand and Corporate Identity Management

1. Reputation Management & Social Media
2. Importance of reputation online
3. Strategic risk and reputation
4. IT risk and reputation
5. Online Issues currently faced by companies
6. Building an effective company reputation online
7. Privacy leaks
8. Case studies: The power of reputation

1. Strategic Brand Management
2. Developing Brand Plans: Physique, Personality, Relationship, Culture, Reflection, Self-Image, Customer self-image
3. Difference between Branding and Corporate Identity
4. What can be branded Why brand? Types of brands. Branding services
5. Building your Brand…Managing your Corporate Identity
6. Corporate identity management

Topic 9: Brand Equity

1. Brand Equity concept
2. Brand Equity: Aaker model
   a) Brand awareness
   b) Brand associations
   c) Brand loyalty
   d) Perceived quality
3. Brand Value vs Brand Equity

Topic 10: Image, Identity and Reputation

1. Meanings of Image, Identity and Reputation
2. Image evolution: low model, operational model and global identity
3. Reputation Management & Social Media
4. Importance of reputation online
5. Strategic risk and reputation
6. IT risk and reputation
7. Online Issues currently faced by companies
8. Building an effective company reputation online

Topic 8: Brand and Corporate identity Management

1. Reputation Management & Social Media
2. Importance of reputation online
3. Strategic risk and reputation
4. IT risk and reputation
5. Online Issues currently faced by companies
6. Building an effective company reputation online
7. Privacy leaks
8. Case studies: The power of reputation

TEACHING APPROACH AND STRATEGIES

General learning and teaching approach of the course
The subject is developed in three parts: The first part focuses on Marketing introduction and fundamentals, the second, focuses on reputation and the third one on branding.

Class-based teaching methods	Skills
1. Lectures	CGI, CG2, CG4, CG6, CG11, CG12, CG16
2. Group assignments.	CG5, CG9, CG13, CG20, CG16
3. Public expositions.	CG5, CG9, CG13, CG20, CG16
4. Non-compulsory activities	CGI, CG4, CG6, CG11, CG12, CG16
5. Tutorials	CGI, CG4, CG6, CG11, CG12, CG16
6. Final exam (multiple choice + Topics to develop)	

Outside classroom activities	Skills
7. Reading lecture materials	CGI, CG2, CG4, CG6, CG11, CG12, CG16
8. Reading extra materials	CGI, CG2, CG4, CG6, CG11, CG12, CG16
9. Personal Study – self assessment tests	CGI, CG2, CG4, CG6, CG11, CG12, CG16
10. Individual Assignment development	CGI, CG2, CG4, CG6, CG11, CG12, CG16
11. Individual study and preparation for other curricular assignments	CGI, CG2, CG4, CG6, CG11, CG12, CG16
	CGI, CG2, CG4, CG6, CG11, CG12, CG16

EVALUATION SYSTEM

ASSESSMENT ACTIVITIES	CRITERIA	IMPORTANCE
Final Exam	To demonstrate and understanding of fundamental ideas and knowledge as well as comprehension of the main theoretical frameworks	50%
Group Assignments	Exercises and practical cases to be solved group basis	20%
Individual Assignment	Exercises and practical cases to be solved individual basis.	20%
Active participation of the student	Active participation and attendance to classes. Professionalism and level of oral presentations in class.	10%

Important notes:

a) The note of the Directed Works in group will be the same for all its components.
b) The recovery of Individual and Directed Works in group will not be mandatory in the case of being suspended.
c) The Individual Works and the Directed Works not realized by the students will have to be presented previously so that the student can access the written final exam. In case the student suspends the written final exam, but has approved the above mentioned works, he / she should not repeat them in successive calls.
d) Once the student has passed the exam in the call in question, the final average will be made along with the marks obtained in the individual Works and the Directed Works.
e) In all the examinations in which the student has not passed the exam, the qualification that will appear in the corresponding Minutes will be that of the latter.
f)   Class attendance is mandatory. A minimum attendance of 75% is required to be able to take the final exam.

			TEACHING CALENDAR 2017 - 2018
			JANUARY
	DAY	**DATE**	**CONTENT / ACTIVITY**
12,40 - 14,30	MONDAY	15	**LESSON 1 THE MARKETING FUNCTION**
08,30 - 10,20	TUESDAY	16	WORK SHOP 1 FINAL PROJECT Selection Theme
12,40 - 14,30	MONDAY	22	**LESSON 2 THE MARKET**
08,30 - 10,20	TUESDAY	23	WORK SHOP 2 FINAL PROJECT target group & segment definition
12,40 - 14,30	MONDAY	29	INDIVIDUAL CASE 1
08,30 - 10,20	TUESDAY	30	**LESSON 3 THE MARKETING MIX MANAGEMENT**
	NUM.SESSIONS	6	
			FEBRUARY
	DAY	**DATE**	**ACTIVITY**
12,40 - 14,30	MONDAY	5	**LESSON 3 THE MARKETING MIX MANAGEMENT**
08,30 - 10,20	TUESDAY	6	WORK SHOP 3 FINAL PROJECT Product, Price, Place & Promotion Plan
12,40 - 14,30	MONDAY	12	INDIVIDUAL CASE 2
08,30 - 10,20	TUESDAY	13	**LESSON 4 PRINCIPLES OF CORPORATE REPUTATION**
12,40 - 14,30	MONDAY	19	WORK SHOP 4 FINAL PROJECT Corporate Reputation importance on your project
08,30 - 10,20	TUESDAY	20	**LESSON 5 MANAGING CORPORATE REPUTATION**
12,40 - 14,30	MONDAY	26	WORK SHOP 5 FINAL PROJECT From A to Z in the corporate reputation management and credibility of your company
08,30 - 10,20	TUESDAY	27	**LESSON 6 MANAGING CORPORATE REPUTATION ON LINE**
	NUM.SESSIONS	8	
			MARCH
	DAY	**DATE**	**ACTIVITY**
12,40 - 14,30	MONDAY	5	**LESSON 6 MANAGING CORPORATE REPUTATION ON LINE**
08,30 - 10,20	TUESDAY	6	INDIVIDUAL CASE 3
12,40 - 14,30	MONDAY	12	WORK SHOP 6 FINAL PROJECT On line corporate reputation plan of your company
08,30 - 10,20	TUESDAY	13	**LESSON 7 THE BRAND**
12,40 - 14,30	MONDAY	19	WORK SHOP 7 FINAL PROJECT Define the Brand Identity, Brand Image, Brand personality & Brand positioning of your project
08,30 - 10,20	TUESDAY	20	INDIVIDUAL CASE 4
	NUM.SESSIONS	6	
			APRIL
	DAY	**DATE**	**ACTIVITY**
08,30 - 10,20	TUESDAY	3	**LESSON 8 BRAND & CORPORATE IDENTITY MANAGEMENT**
12,40 - 14,30	MONDAY	9	WORK SHOP 8 FINAL PROJECT Define the Branding and Corporate identity plan of your project
08,30 - 10,20	TUESDAY	10	**LESSON 9 BRAND EQUITY**
12,40 - 14,30	MONDAY	16	WORK SHOP 9 FINAL PROJECT Define the Brand awareness, Brand associations, Brand loyalty & Perceived quality of your project
08,30 - 10,20	TUESDAY	17	INDIVIDUAL CASE 5
12,40 - 14,30	MONDAY	23	**LESSON 10 IMAGE, IDENTITY & REPUTATION**
08,30 - 10,20	TUESDAY	24	**FINAL GROUP PROJECT PRESENTATION**
	NUM.SESSIONS	7	
	TOTAL NUM.	27	

STUDENT WORKLOAD SUMMARY			
CLASS BASED ACTIVITIES (IN HOURS)			
LECTURES		WORKSHOPS UNDER TEACHER'S SUPERVISION	ASSESSMENT
32		24	4
OUTSIDE CLASS BASED ACTIVITIES			
INDIVIDUAL WORK ON THEORETICAL CONTENT	INDIVIDUAL WORK – PREPARING ASSIGNMENTS	PARTICIPATION IN GROUP WORK	STUDY
30	22	8	30
		CREDITS ECTS 6:	150

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography
Text Books
✓ Kotler, P. y Keller, K. L., Marketing Management, Last Edition (15th), Ed. Pearson - Prentice-Hall.   ✓ Cateora, P. R., Gilly, M. C., Graham, J. L., International Marketing, 16th Edition, Ed. The McGraw-Hill Companies Inc.,USA., 2013   ✓ Fundamentals of Marketing (Economía y Empresa)29 agosto 2011 de Miguel Santesmases Mestre y María Jesús Merino Sanz   ✓ The Fundamentals of Marketing 2 noviembre 2017 de Russell Edward   ✓ Fundamentals of Marketing 27 abril 2017 de Paul Baines y Chris Fill   ✓ Corporate Reputation: Managing Opportunities and Threats (Psychological and Behavioural Aspects of Risk) 13 mayo 2016 de Graeme Martin y Ronald J. Burke   ✓ Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation 26 enero 2010 de Leslie Gaines-Ross   ✓ Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders 8 septiembre 2017 de Witold J. Henisz   ✓ Corporate Reputation (Critical Perspectives on Business and Management) 9 abril 2015 de Michael L. Barnett y Timothy G. Pollock   ✓ Branding Low Cost: Cómo crear una gran marca con muy poco dinero 7 mayo 2015 de Kevin Albert y Ana Escudero   ✓ Branding: A Very Short Introduction (Very Short Introductions) 9 junio 2017 de Robert Jones   ✓ Branding: Business Branding: 10 Proven Steps To Creating a Successful Business Brand and Attracting Customers (Build an Incredible Brand, Attracting Customers, ... Branding Techniques) (English Edition) 17 agosto 2016 de Jerry kershen   ✓ Branding: Transform Your Business By Building Your Brand The Right Way! (Business Branding, Marketing, sales) (English Edition) 3 diciembre 2013 de Online Business Buddy Versión Kindle
Websites
https://www.marketingprofs.com/   http://www.curata.com/blog/content-marketing-glossary/   https://www.hubspot.com/resources   https://www.quicksprout.com/the-advanced-guide-to-content-marketing/
Other materials
Topic slides provided by the teacher on Moodle (Plataforma SIFO)