# Syllabus

**Subject: Corporate Image**

**Courses: A & B**

Bachelor’s Degree in Marketing (Dual degree)

Academic Year 2012/2013

<table>
<thead>
<tr>
<th>Teachers:</th>
<th>Raquel Urquiza, Belén López, Alex Penadés</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period of classes and year:</td>
<td>Semester 1, 4º course</td>
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<tr>
<td>Type of course:</td>
<td>DT</td>
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<tr>
<td>Language in which the course will be taught:</td>
<td>English</td>
</tr>
<tr>
<td>No. Of credits:</td>
<td>3</td>
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<tr>
<td>Hours per week:</td>
<td>2</td>
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*Communication Department*
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Note: The books and other documents that appear under Mandatory Reading, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

Use the following criteria for each book or other materials: Title, Authors, year of Publication and Editorial, and if possible the ISBN No.
1. Teachers’ Contact details

ESIC Pozuelo

Raquel Urquiza - email: raquel.urquiza@esic.edu
Belén López - email: belen.lopez@esic.es

ESIC Valencia

Alex Penadés – email: alex.penades@esic.edu

2. Description of the subject

Corporate image makes the organisation’s strategy, structure and vision visible. However, not all organisations have released the full potential that strategic management of identity can achieve.

A corporate image programme enables that the corporate image can be managed and projected to all of its stakeholders in a global market.

3. Subject Aims

The learning outcomes of this course will be:

- To analyse the relevance of intangibles for companies
- To analyse the process of effective corporate image of companies.
- To show the relationship between corporate image and other intangibles: identity, CSR, Reputation, etc.

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4. **Skills**

- How to measure the contribution of intangibles in companies
- Create and present corporate image programmes.
- Translate corporate identity and image through corporate communication

5. **Methodology**

This course will last for 15 weeks during the Fall semester. The professor will combine lectures on Corporate Image and Business Intangibles with different practical case studies. Student’s attendance and participation during classes are compulsory to pass this course. Thus, the students improve their knowledge in Corporate Image.

Academic activities are divided into two areas:

- Students are required to complete the professor’s explanations with the content of this course uploaded at ERIETE.
- Different in-class assignments will be required during the course plus a final project done in groups that will be handed and presented at the end of the course.

6. **Resource Materia**

The professor will explain the concepts and different practical case studies to illustrate the content of this course. Also, videos and digital resources will be used to help students to get the course competences already explained.

7. **Practical Coursework**

The professor will explain weekly the content of different exercises to present in class in groups.

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8. **Evaluation Process**

   **a. Attendance**

   Regular attendance and participation is an important component for academic success. Participation grades are based on active involvement in critiques, in-class exercises, and other classroom activities. The participation grade value will be a 20% of the final score.

   **b. In Class Tests**

   The professor will explain weekly the content of different exercises to present in class in groups.

   **c. Mandatory Coursework**

   The final project of this course will consist of a paper in which students will design a Corporate Image programme of a certain company. The professor will explain all the project details during the course. This assignment is obligatory and it has to be done in groups.

   The grade value of this obligatory assignment and of its presentation will be based on the following criteria:

   - Word document: 80%
   - Presentation: 20%

   **d. Other Coursework**

   Students can prepare other Works on the subject. In this case, students should make their proposals to the professor to evaluate them to present in class.

   **e. Final Exam**

   The final exam will take place at the end of the course in which all content of the course, both theory and case studies, will be tested. Apart from that, students
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will present a final project in groups develop in-class exercises and other classroom activities.

The final grade will respect the following criteria:
- Final project: 30%
- Final exam: 50%
- In-class assignments, participation and demonstration of competences: 20%

This course will be passed if students finally get an average score of at least 5 points in the three components of the course. All contents explained at class, theory and practice could be tested in the final exam of this course.

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9. **Subject Program**

   a. **Course Detail**

   1. *What is Corporate Image*
   2. *Defining Corporate Identity*
   3. *From Product Brand to Corporate Branding*
   5. *How to generate Reputation in companies*

   a. **Course Development**

   1. **What is Corporate Image**
      1.1. *Introduction*
      1.2. *Concept*
      1.3. *Elements of corporate image*
      1.4. *Case Study*
      1.5. *Discussion of papers/videos*

   2. **Defining Corporate Identity**
      2.1. *Concept*
      2.2. *Elements of corporate identity*

**Note:** The books and other documents that appear under *Mandatory Reading*, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

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Corporate Image
3. From Product Brand to Corporate Branding

3.1. Introduction
3.2. Concept
3.3. Corporate Values
3.4. Global Brands
3.5. Case Study
3.6. Discussion of papers/videos


4.1. Introduction
4.2. Concept
4.3. Dimensions
4.4. CSR is global
4.5. Case Study
4.6. Discussion of papers/videos

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5. How generate Corporate Reputation
   5.1. Concept
   5.2. Measure Reputation
   5.3. Case Study
   5.4. Discussion of papers/videos

6. Corporate Communication
   6.1. Concept
   6.2. Communicating values
   6.3. Case Study
   6.4. Discussion of papers/videos

1. Recommended Reading
   a. Mandatory Reading


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b. Further Reading

Academic Papers:


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**c. Online Support Material**

1. www.brandchannel.com
2. www.brandingbranding.com
3. www.brandsoftheworld.com
4. www.internationalbranding.org
5. www.marketingdirecto.com
6. www.rebrand.com

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