## Academic Guide

### Course

**Corporate Image Strategy**

**Year 2014-15**

**Degree in Marketing and Sales Management**

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### Academic Year 2014 /2015

<table>
<thead>
<tr>
<th>Campus:</th>
<th>Pozuelo (Madrid)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor:</td>
<td>Belén López, PhD Alex Penadés (Valencia)</td>
</tr>
<tr>
<td>Academic Period:</td>
<td>1° Semester</td>
</tr>
<tr>
<td>Year:</td>
<td>4°</td>
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<td>Type:</td>
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<td>Language:</td>
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<td>Credits ECTS:</td>
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**Department of**

**Communication**

*Ultima actualización: junio 2014*
 CORPORATE IMAGE STRATEGY  

BUSINESS & MARKETING SCHOOL  

ÍNDICE

1. FACULTY/PROFESSOR’S CONTACT INFORMATION .......................................................... 2
2. GENERAL DESCRIPTION OF THE SUBJECT & COURSE CONTENT .................................................................................. 2
3. STATEMENT OF COURSE GOALS & LIST OF STUDENT LEARNING OUTCOMES ........................................................................... 2
4. COMPETENCES ........................................................................................................................................................................... 2
5. TRAINING ........................................................................................................................................................................................ 4
   5.1 STUDY PLAN .............................................................................................................................................................................. 4
   5.2 TEACHING METHODOLOGY .................................................................................................................................................... 5
6. GRADING PROCEDURES ................................................................................................................................................................. 5
   6.1 INCLASS TESTS ........................................................................................................................................................................... 6
   6.2 COMPULSORY COURSE WORK .................................................................................................................................................. 7
   6.3 PARTICIPATION ............................................................................................................................................................................... 7
   6.4 FINAL EXAM ............................................................................................................................................................................... 7
7. COURSE PROGRAMME ...................................................................................................................................................................... 8
   7.1 COURSE OUTLINE ...................................................................................................................................................................... 8
   7.2 COURSE CONTENT ....................................................................................................................................................................... 8
8. RELATIONSHIP BETWEEN THE SKILLS, COURSE CONTENT AND GRADING PROCEDURES ................................................................ 10
9. RECOMMENDED READING LIST .............................................................................................................................................. 12
   9.1 SUPPORT MATERIAL: BASIC BIBLIOGRAPHY .......................................................................................................................... 12
   9.2 SUPPLEMENTARY BIBLIOGRAPHY ......................................................................................................................................... 12
   9.3 BIBLIOWEB .................................................................................................................................................................................. 13
1. Faculty/Professor’s Contact information.

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2. General Description of the Subject & Course Content

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


Study the basic and specific notions about the contents of the subject. The student will understand the theoretical concepts of the subject and its relationship with their degree.

In addition, students will learn in a practical application of the subject, so you know to use it in today's business world.

The student will study the implementation of the corporate image in actual companies, understanding their characteristics, advantages and disadvantages. Furthermore, the importance to the company through the analysis of real-life examples will be studied.

4. Competences

GENERAL SKILLS

Instrumental competences:

CT01 – Capacity for analysis and synthesis

CT02 – Ability to organize and planning.

CT06 – Ability to analyze, search and discriminate information from different sources.
CT08 – Ability to solve problems.
CT09 – Ability to make decisions.

Personal competences:
CT11 – Motivation for quality and rigor at work
CT12 – Creativity, initiative and entrepreneurship.
CT13 – Capacity and fluency in communication
CT14 – Working in an interdisciplinary team
CT17 – Ability to work in diverse and multicultural environments.
CT18 – Critical and self-critical abilities.

Systemic competences:
CT23 – Creativity
CT24 – Leadership
CT25 – Initiative and entrepreneurship
CT26 – Motivation for quality

Practical Skills:
CT28 – Apply knowledge in practice
CT29 – Ability for research

SPECIFIC PROFESSIONAL SKILLS
CEO2 – Ability to integrate the functional area of marketing in business
CE05 – Ability to draft comprehensive management projects or functional areas of the company relating to the field of marketing and market research.
CE09 – Capacity for decision-making on trade variables.
CE13 – Ability to make marketing decisions in specific areas of activity.
CE14 – Ability to understand the importance of integrated marketing communication.
CE15 – Ability to design and implement a plan of integrated marketing communication.
CE19 – Ability to apply theoretical, methodological and technical (marketing and market research) in a global sense and acquired through training, teamwork and developing the skills of a marketing and research market professional.
5. Training

5.1. Study Plan

**AFE 1** - Preparation of the theoretical content. Lectures of the various topics covered by the course and its application to the business world based on real examples of companies.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Presentiability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 35 hs</td>
<td>100</td>
</tr>
<tr>
<td>Class Hours: 20</td>
<td></td>
</tr>
<tr>
<td>Outside class hours: 15</td>
<td></td>
</tr>
</tbody>
</table>

**AFE 2** - Individual work. This activity involves the preparation of a report on a proposed subject by the teacher covering aspects addressed by the topic. This activity can be supplemented by oral student presentation.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Presencialidad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 14 hs</td>
<td>100</td>
</tr>
<tr>
<td>Class Hours: 4</td>
<td></td>
</tr>
<tr>
<td>Outside class hours: 10</td>
<td></td>
</tr>
</tbody>
</table>

**AFE 3** - Group work. Students have to elaborate research works. Literature search will be assessed and equipment selection and the ability to structure the same. In addition, students must undertake an analysis and a common discussion of each situation. This activity can be supplemented with oral presentation by students of the work performed.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Presentiability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 24 hs</td>
<td>100</td>
</tr>
<tr>
<td>Class Hours: 4</td>
<td></td>
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<tr>
<td>Outside class hours: 20</td>
<td></td>
</tr>
</tbody>
</table>
AFE4 - Debate and constructive criticism. The debate and constructive criticism will be made about current issues related to the topic of the course. The subject will be proposed by the teacher who will moderate the discussion encouraging student participation and encourage the emergence of different perspectives and points of view to guide to all the students towards participation and review of the different opinions.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Presentality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 8hs</td>
<td></td>
</tr>
<tr>
<td>Class Hours: 2</td>
<td>100</td>
</tr>
<tr>
<td>Outside class hours: 6</td>
<td></td>
</tr>
</tbody>
</table>

AFE 5 - Academic-tutoring. Students will meet individually and / or in group with the teacher periodically to report the progress of the different jobs.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Presentality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 9hs</td>
<td></td>
</tr>
<tr>
<td>Class Hours: 0</td>
<td>100</td>
</tr>
<tr>
<td>Outside class hours: 9</td>
<td></td>
</tr>
</tbody>
</table>

5.2. Teaching Methodology

MD1 - Theory Classes
MD2 - Practical lessons
MD3 - Tutorials


The grading procedure for the degrees is based on a Continuous Evaluation system in which class attendance is obligatory. In order to pass the course you must attend a minimum of 70% of the classes.

SEE3-theory test: 60%
SEE4 - practical tests: 40%
CONTINUOUS EVALUATION CRITERIA

<table>
<thead>
<tr>
<th>Evaluation Part</th>
<th>Total Weight</th>
<th>Breakdown</th>
<th>Nature</th>
<th>Grading Procedures</th>
<th>Observations</th>
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</thead>
<tbody>
<tr>
<td>Inclass tests</td>
<td>60%</td>
<td>50%</td>
<td>Theory Test</td>
<td>SEE3</td>
<td>Evaluation of ordinary and extraordinary examination</td>
</tr>
<tr>
<td>Course work</td>
<td>30%</td>
<td>40%</td>
<td>Group Work</td>
<td>SEE4</td>
<td>Group work and presentation in class</td>
</tr>
<tr>
<td>Course Participation</td>
<td>10%</td>
<td>10%</td>
<td>Individual work and participation</td>
<td>SEE4</td>
<td>Group work and presentation in class</td>
</tr>
<tr>
<td>Final Exam</td>
<td>60%</td>
<td>50%</td>
<td>Theory Test</td>
<td>SEE3</td>
<td>Evaluation of ordinary and extraordinary examination</td>
</tr>
</tbody>
</table>

Students who have a lower attendance by 70% will be assessed on 60% of the final exam, both the ordinary and the extraordinary examinations.

- Assessment of students from other courses which will be the final exam grade will be 100% of the final grade.

- To pass the Subject is a must have delivered Required Character Work and the final exam with a minimum score of 5 out of 10 points for each of the sections, both the ordinary to the extraordinary examinations.

6.1. Inclass Tests

The student need to present a written statement published on the official test date. This test has a weight of 60% of the final grade. The student needs to pass and score the remaining 40% of the final grade for the course.
6.2. **Compulsory Course Work**

Throughout the course students will undertake different practices and work in groups of 2-4 people must be filed by the teacher requested. These works correspond to the different topics covered and explained in class. The student must pass all practical work.

6.3. **Course Participation**

The student may volunteer work related to the subject. Also, throughout the development of the semester, the active participation of students and their attitudes in the classroom will be evaluated. Therefore, the participation, attitude, etc., are aspects of maximum rating.

6.4. **Final Exam.**

**Final Exam Structure.**

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.

As stated in the University Academic Guide, your final grade shall be automatically modified based on your attendance. This ranges from +1 to -1 depending on the number of absences.
7. Course Programme

7.1. Course Outline

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

7.2. Course Content

1. Defining Corporate Identity
   2.1. Concept
   2.2. Elements of corporate identity
   2.3. Case Study
   2.4. Discussion of papers/videos

2. 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
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

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

8. Relationship between Competence; Syllabus and Grading system (10)

<table>
<thead>
<tr>
<th>Competences</th>
<th>Course Schedule</th>
<th>Subjects</th>
<th>Evaluation</th>
<th>Weight</th>
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<tr>
<td>Basic and General</td>
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<tr>
<td>CT01</td>
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<td>T.1</td>
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<tr>
<td>CT02</td>
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<tr>
<td>Overall Weight</td>
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**CORPORATE IMAGE STRATEGY**

*BUSINESS & MARKETING SCHOOL*
9. Recommend Reading List

9.1. Support Material: Basic Bibliography


9.2. Supplementary Bibliography

Academic Papers:


Note: As stated in our Documentation Policy, books or other documents in the basic Bibliography, which are necessary for the class, shall be available to students through the library or bookshop, this is subject to each Campus. We acknowledge that the purchase of course material by students is voluntary and by no means obligatory.

Each book or document shall be described in the following way: Title, Auteur, year of Publication and Editorial, and where possible the ISBN number.


9.3. Biblioweb:

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

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