Course title:

*Corporate Brand Equity: The story on how cultural identity is essential to 21st Century European business competitiveness*

Language of instruction: English

Professor: Blanca Fullana

Professor’s contact and office hours: blanca.fullana@upf.edu – Anytime via e-mail, response guaranteed in max. 3 days time during the course.

Course contact hours: 45

Recommended credit: 3 US credits-6 ECTS credits

Course prerequisites:

“There are no pre-requisites for the course”.

However, it is recommended to have a general and global understanding of Economic structures and Social, Cultural and Political dynamics around them as well as a basic background on European culture. Studies in Advertising, PR, Corporate Communications and Marketing are most related to the course’s topic, however, the transversal meeting point of its content, makes this course especially interesting for both Business, Economics, Politics, Marketing and Advertising and Public Relations students that need a better understanding of History, Sociology and Humanities’ legacy as a whole and vice versa: students of Humanities, Arts, Literature and Philosophy that seek a better understanding of business and global market realities and implications in the 21st Century European context.

Language requirements: None

Course focus and approach:

Corporate Communications & PR. The concept of Corporate Brand Equity in Today’s Context.
Course description:
Since the globalization of the economy at the end of the last century, the context of brand communications in today’s businesses has radically changed. Communication strategies to reach any type of target group are challenged to anticipate stakeholders’ interests, build brand equity beyond good products and services and be able to remain competitive in a highly-active technological context that has reversed some of the traditional ways of managing businesses.

In this global environment, corporate communications demand greater levels of ethics and responsibility towards the society in which it operates and larger collaborative synergies and collaboration processes. To this respect, Europe’s competitive-edge is like any others, at stake, but the asset of intellectual capital and cultural identity it portrays in its legacy, may be just the right kind of differentiation brands need to successfully compete in the 21st C.

Learning objectives:
- Understanding the role of corporate communications in business management
- Acknowledging corporate brand equity in relation to product brand added-value (The full-length communications mix bonding traditional advertising and corporate public relations)
- Being capable to identify key corporate brand assets and stakeholders
- Develop a critical and reflexive assessment over business challenges in the 21st C and especially in relation to Europe
Course workload and Teaching methodology:

Class lecturing and discussion seminars. Case studies review. Class portal with information and wikis –according to opportunities.

Assessment criteria:

Individual mid-term exercise: 15%
End of term paper (in teams): 25%
End of term Final exam (individual): 50%
Class and seminars participation (individual –teacher’s assessment): 10%

Absence policy

After the add/drop, all registrations are considered final and HESP Absence Policy begins to apply. For the academic year 2014-2015, such policy is as follows:

Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student’s final grade as follows:

<table>
<thead>
<tr>
<th>Absences</th>
<th>Penalization</th>
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<tbody>
<tr>
<td>Up to two (2) absences</td>
<td>No penalization</td>
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<tr>
<td>Three (3) absences</td>
<td>1 point subtracted from final grade (on a 10 point scale)</td>
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<tr>
<td>Four (4) absences</td>
<td>2 points subtracted from final grade (on a 10 point scale)</td>
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<tr>
<td>Five (5) absences or more</td>
<td>The student receives an INCOMPLETE (“NO PRESENTAT”) for the course</td>
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The PEHE/HESP attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.
Emergency situations (hospitalization, family emergency...) will be analyzed on a case by case basis by the Academic Director of the HESP.

Classroom norms:
- No food or drink is permitted in class
- Students will have a ten-minute break after one one-hour session

Syllabus:

- Definition and Relevance of 21st C Corporate Communications
  - The corporate image and identity variables
  - Corporate functionality: Evolution, challenges and opportunities of strategic business contributions to society

- Economic Paradigms: From a 20th C Industrial Revolution business model to a 21st C Technology Revolution context.
  - Processes of innovation in today’s consumer products and services.
  - Implications and consequences of technology
  - Stakeholders implication in the perception of reputation
  - Redefining the success asset

- Social Movements:
  - Liquid structures, democratization of opinion and feedback platforms.
  - Prosumers and Citizenship Journalism
  - New Opinion leaders: reversing the influence chain
  - The need of a more transparent Corporate Ethics and Responsibility set-up

- The concept of Equity:
  - Corporate Brand Equity: The full value equation of brands today.
  - ROE – Returns over Expectations - eventually ROI – Return over Investment-. The concept and flow of Money in today's society is cause or effect of how well we sell it?
  - Redefining the Corporate Value equation. Equity is not about money, but about being relevant to society.

- LEADERSHIP FACTOR 21st C Communications Activity:
  - Turning the Marketing Mix upside down! From launching a product to manufacturing personalized goods and services.
  - Reshaping space dimension in Communications strategies today: The rise of Participation and Engagement.
  - Re-active, non-controlled communications activity trends.
  - Reshaping time dimension in Communications strategies today: The Nowness mantra of stakeholders: “I was here”.

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2014-2015
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- Europe’s Competitiveness:
  - Europe’s cutting-edge: Intellectual Capital vs Man-Power
  - The role of Culture. The interrelation of Corporate Cultural Responsibility (CCR) and Europe’s primary assets
  - Europe’s industries and discourses
  - Europe’s SWOT (strengths, opportunities..) The competitive-edge of a quality added-value proposition

- Corporate Brand Equity, Europe’s Best Practices.
  - Case study reviews of relevant European brands

Weekly schedule

Week 0. Day 1 – September 22nd: 1) Introduction to the course and course requirements. Presentation of students, teacher and the course. Introduction to the course’s basis content: Brand strategy today.

Week 1 – September 29th, October 1st: Introducing the concept of Brand Equity – Definitions and class discussion. Tangible and intangible variables referenced by current European Brand experts.

Week 2 – October 6th and 8th: Reading assignment 1, class seminar and briefing on individual mid-term assignment (deadline Nov.3rd). Economic paradigms in contemporary Europe – needs and expectations of European consumers and citizens. Socialness in Europe.


Week 4 – October 20th and 22nd. The re-thinking model set through technology and digital opportunities. Open source working methods in innovation and creativity. The concept of “uncontrolled” communications and mind-set risk management. Technology’s curtain, Knowledge data management, privacy and cultural differences of intimacy standards.

Week 6-November 3rd and 5th. (Assignment 1 deadline) Europe’s top industries, brands and competitive assets. Identity (vs. image) values. Class seminar 2.


Week 9-November 24th and 26th. Sketches of History, Art and Culture factors in Europe. The relevance of city/country branding in Europe. The Barcelona case study. Outside speaker and/or class fieldtrip.

Week 10 –December 1st and December 3rd. Recap, review, check exam and final assignments scheduling during the course.

Required readings:
-Please download reading assignments literature in the Aula Global intranet for the course-

Recommended bibliography: