

**TEACHING GUIDE**

**CORPORATE MANAGEMENT OF IMAGE AND BRAND**

**GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y  
COMUNICACIÓN CORPORATIVA (INGLÉS)**

**ACADEMIC YEAR 2024-25**

Date: 11-07-2024



 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**  
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	2 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>The subject Corporate Management of Image and Brand is a compulsory subject (6 credits) of the second course.</p> <p>This introductory course has a main objective, to initiate the students of the Degree in Protocol, Organization of Events and Corporate Communication in the basic concepts, instruments and decisions of Corporate Management. At the same time it aims to introduce the first concepts of Image and Brand, preparing the students to acquire knowledge related to: the differences between the identity and the institutional image, how to plan a change of institutional corporate identity, learn to Develop a corporate identity manual and manage the intangibles of the brand.</p> <p>As prerequisites, it is recommended that the student approach the subject with a certain mastery of skills such as:</p> <ul style="list-style-type: none"> <li>•Team work</li> <li>•Análisis and synthesis capacity</li> <li>•Ability to analyze, search and discriminate information from diverse sources</li> <li>•Motivation for quality</li> <li>•Rigor at work</li> </ul>

III.-Competences
<p><b>Generic competences</b></p> <p>CG2. Ability to apply knowledge to practice            CG4. Oral and written communication skills in the language of the degree            CG6. Planning and organisation skills            CG7. Work organisation and business management techniques            CG13. Recognition of diversity and multiculturalism. Knowledge of other cultures and customs            CG14. Critical-thinking and self-criticism skills</p>
<p><b>Specific competences</b></p> <p>CE11. Knowledge of the professional and business environment related to the practice of the profession            CE13. Ability to communicate different messages to all types of audiences, differentiating the information with accuracy            CE14. Knowledge of the basic principles of corporate communication, and of the way the media operates in relation to institutions and/or businesses            CE15. Knowledge of online media and use of corporate communication and marketing tools            CE16. Knowledge and implementation of the processes for identity development and brand image of an institution or entity            CE17. Ability to identify, value and manage the intangible assets of a company regarding communication            CE18. Comprehensive image and corporate reputation management            CE28. Acquire and apply the necessary knowledge of the staging of functions to the organisation of all types of events. Ability to criticise and control the graphic conception or design of a corporate event</p>



#### IV.-Contents

##### IV.A.-Syllabus

- Topic 1. The importance of image in companies
- Topic 2. Research techniques in corporate image
- Topic 3. Audit and image strategy
- Topic 4. Corporate visual identity and naming
- Topic 5. Brand image and positioning
- Topic 6. Image management through crisis communication
- Topic 7. The influence of promotions on corporate image
- Topic 8. The distribution and image of the point of sale

##### IV.B.-Training activities

Type	Title
(AFE2, AFE3, AFE4, AFE6) Practical activities: individual/group work, participation in debates/seminars and constructive criticism that the teacher considers appropriate for the assimilation of the contents and achievement of the objectives teachers.	(AFE5) Attendance at academic tutorials.
Reading	(AFE1) Preparation of theoretical contents. Reading comprehensive of basic bibliography, teaching material published on the virtual campus and documentation complementary indicated by the teacher.

<b>V.-Student workload</b>		
Lecture classes	40	
Practical classes/resolution of exercises, case studies, etc.	15	
Practical sessions in technological laboratories, hospitals, etc.	0	
Tests	5	
Academic tutorials	10	
Related activities: conferences, seminars, etc.	8	
Preparation of lecture classes	55	
Preparation of practices, exercises, cases studies work	25	
Test preparation	22	
Total student workload	180	
<b>VI.-Methodology and academic programme</b>		
Type	Period	Content
Academic Tutorials	Week 1 to Week 15	At the times established by the teacher.
Work placements	Week 15 to Week 16	Development of individual practical cases and/or group related to each topic of the content.
Master classes	Week 1 to Week 15	Development of theoretical content related to each topic of the content.



**VII.-Assessment methods**

**VII.A.-Assessment weighting**

**Continuous ordinary assessment:**

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

**Extraordinary assessment:** Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

**Description of the tests for assessment and their weights.**



**Continuous ordinary evaluation:**

The distribution and characteristics of the evaluation tests are described below. Only in cases exceptional and especially motivated, the teacher may incorporate adaptations into the Guide. These changes will require, prior consultation with the Subject Manager, the prior and express authorization of the Degree Coordinator, who will notify the Vice-rector with powers in matters of Academic Planning the modification made. In any case, the proposed modifications must comply with what is established in the verified report. For such changes to be effective, they must be duly communicated to students at the beginning of the course through the Virtual Classroom.

The sum of the non-revaluable activities may not exceed 50% of the grade for the subject and, in general, they may not have minimum grade (except in the case of laboratory practices or clinical practices, when duly justified), avoiding incorporating tests that exceed 60% of the weighting of the subject.

**Extraordinary evaluation:**

Students who fail to pass the ordinary evaluation, or have not presented themselves, will be object of carrying out an extraordinary evaluation to verify the acquisition of the competencies established in the guide, only of revaluable evaluation activities.

**The evaluation system for degrees within the framework of the EEES is continuous evaluation.**

In the continuous evaluation system, class attendance is mandatory, although its evaluation will be established by each subject teacher individually.

In the event that the teacher decides to establish a percentage of attendance in order to be able to evaluate the subject, this it must be at least 80%. If you miss class due to force majeure, it will be mandatory to present an official receipt that prove the event that occurred. If applicable, the teacher will explain the attendance control procedure on the first day of class.

To not admit a student for a test because not achieving the minimum attendance established, the teacher must be able to justify said circumstance using an evidentiary system, such as, for example, a sheet of signatures or a verifiable attendance control system such as those made available by the University itself.

It is important to keep in mind that EVERYTHING that is said and worked on in classes can be a subject of evaluation. Therefore, active assistance (attending, taking notes, participating, etc.) is a key element to success in this subject.

The distribution and characteristics of the evaluation tests are described below:

**1. Theoretical tests: 40% of the final grade (re-evaluable).** It will correspond to the theoretical test/s of theoretical knowledge to specified by the teacher. It is essential to obtain at least a 5.0 out of 10 in the theoretical part. If you do not reach this level, the student fails the subject, being able to take the extraordinary official call (marked in the calendar of exams) to reevaluate the part not passed according to the instructions provided by the teacher. Grades will not be saved from a course for another.

**2. Practical tests: 40% of the final grade (re-evaluable).** It will correspond to the practical test/s to be specified by the teacher. It is essential to obtain at least a 5.0 out of 10 in the practical part. If this level is not reached, the student fails the subject, and can be presented in the extraordinary official call (marked in the exam calendar) to reevaluate the part not passed according to the instructions provided by the teacher. Grades will not be saved from one course to another.

**3. Evaluation of written and/or oral expression: 10% (not re-evaluable).** The qualification of written tests includes aspects such as spelling and expression. In the event that the established works are presented in class, the verbal/non-verbal expression of the speaker. Each teacher will determine the criteria to apply.

**4. Evaluation of significant participation and assistance: 10% (not re-evaluable).** Participation in master classes / debates / workshops / resolution of cases, etc. Class attendance may be assessed in this section in the event that the teacher carries out control about it.

The FINAL GRADE of the subject will be calculated from the percentages that appear in the evaluation (indicated above) being necessary to obtain a minimum of 5 out of 10 as a final overall grade. Remember that previously it will be necessary to obtain a minimum of 5 out of 10 in both the theoretical part (1) and the practical part (2) to pass the subject globally. Otherwise, no compensation of grades or weighted average will be made with the rest of the grades and therefore the subject will be failed.

**IMPORTANT:** Students who do not pass the subject in the ordinary call must be re-evaluated without exception (also ERASMUS and similar students) on the official dates of the extraordinary call and in person, at like the rest of their classmates, following the instructions provided by the teacher to take the exam tests officially summoned.



That student who copies any part of the exercises required for the evaluation of the subject (final test, assignments, practices, or any other exercise) will be suspended in the ordinary and extraordinary calls. All this with independence of the disciplinary procedure that, according to current exam regulations, may be undertaken by the University itself.

Students who obtain the “academic exemption from class attendance” will be exempt from class attendance, without that this may affect the rest of the evaluation process. Therefore, this exemption in no case exempts from the evaluation continuous or participation in mandatory face-to-face activities determined by the teacher responsible for the subject, such as exams, guided academic activities, practices and mandatory work.

It is mandatory that all students perfectly understand the evaluation system and the mechanics of the subject. See For these purposes, the academic standards of the URJC, and the standards of the subject that the teacher establishes in the CAMPUS VIRTUAL.

**VII.B.-Evaluation of students with academic exemption from class attendance**

In order for a student to be eligible for this evaluation, they will have to obtain the 'Academic Exemption from class attendance' for the

subject, which you will have requested from the Dean or Director of the Center that teaches your degree. The Academic Dispensation may be

grant as long as the peculiarities of the subject allow it. Once the

granting of the Academic Dispensation, the teacher must inform the student through the Virtual Classroom about the plan of evaluation established in each case.

Subject with the possibility of exemption: Yes

**VII.C.-Review of evaluation tests**

In accordance with the regulations for claiming exams of the Rey Juan Carlos University.

**VII.D.-Students with disabilities or special educational needs**

Curricular adaptations for students with disabilities or with special educational needs, in order to guarantee equal opportunities, non-discrimination, universal accessibility and the greatest guarantee of academic success will be prescribed by the Care Unit for People with Disabilities under the Regulations that regulate the Care service for people with disabilities.

Students with Disabilities, approved by the Governing Council of the Rey Juan Carlos University.

For this purpose, the issuance of a report on curricular adaptations by said Unit will be a requirement, so the

Students with disabilities or special educational needs should contact her, in order to jointly analyze the different alternatives.

**VII.E.-Academic Conduct, integrity and academic honesty**

The Rey Juan Carlos University is fully committed to the highest standards of integrity and honesty academic, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty included in the University's Code of Ethics (<https://www.urjc.es/codigoetico>). To accompany this process, the University has the Regulations on academic conduct of the Rey Juan Carlos University ([https://urjc.es/images/Universidad/Presentacion/normativa/Normativa\\_conducta\\_academica\\_URJC.pdf](https://urjc.es/images/Universidad/Presentacion/normativa/Normativa_conducta_academica_URJC.pdf)) and different tools (anti-plagiarism, supervision) that offer a collective guarantee for the complete development of these values essential.

**VII.B. Assessment of students with an academic exemption**

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

**VII.C. Review of assessment tests**

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

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**VII.D.-Students with a disability or special educational needs**

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

**VII.E.-Academic behaviour, academic integrity and honesty**

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed



**VII.-Bibliography**

**Reference Generic**

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 Soriano, B. T. (2021). La gestión interna de marca desde la perspectiva del empleado. Un estudio aplicado a banco sabadell (Doctoral dissertation, Universidad de Zaragoza).

**Reference literature**

**IX.-Lecturers/Teachers/Professors**

<b>Lecturer/teacher/professor's name</b>	HEND FARAHAT ISSA FARAG
<b>E-mail address</b>	hend.farag@urjc.es
<b>Department/field</b>	Economía de la Empresa
<b>Category</b>	Profesor/a Ayudante Doctor/a
<b>Academic qualifications</b>	Doctor
<b>Subject Coordinator</b>	No
<b>Academic tutorial timetable</b>	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
<b>Nº of Quinquenios</b>	0

<b>Nº of Sexenio</b>	0
<b>Nº period for technology transfer</b>	0
<b>Stretch Docentia</b>	0