



MASTERCLASS

Corporate Branding

(online programme)

8-11 March 2021

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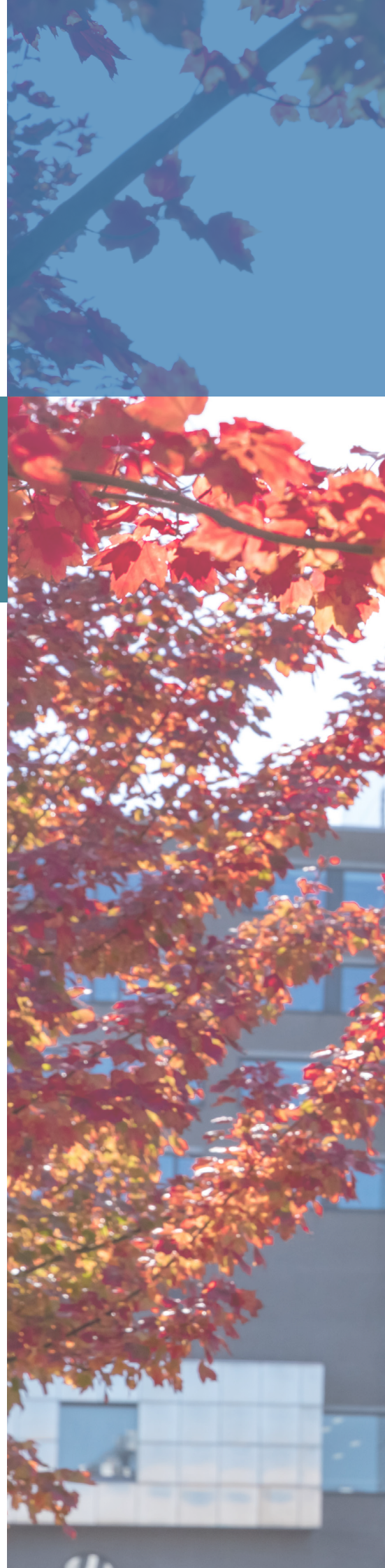
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Why corporate branding?

Corporate branding defines what the identity of your brand is: What makes it unique and sets it apart from the competitors? What is the core narrative you want to convey? Why should your employees and stakeholders be proud of building long-term trustful relationships with your company?

Corporate brands face many challenges, for example emerging disruptive technologies and platforms, social media, the globalisation of markets, and demands from customers and stakeholders for brands to behave more ethically. In this interconnected, increasingly transparent, and extremely dynamic context, senior managers must understand how to build internally-driven authentic and ethical corporate brands, and that these brands embrace influence from stakeholders and co-creation.

Corporate communications cannot be approached and managed strategically without a corporate branding strategy. This four-day masterclass teaches you how to lead the building process for a strong and enduring corporate brand that gives focus to the entire organisation and aligns its diverse stakeholders towards sustained value creation. You will learn how a strong corporate brand can be the most important asset a company has for achieving sustainable profitable growth.



Learning objectives and your learning experience

In this four-day course, you will:

- investigate corporate brands as a portfolio of meanings in a complex ecosystem
- discuss the role of corporate brand identity as the glue that holds an organisation together and links heritage with aspirations
- explore how to build a strong corporate brand with an authentic and enduring identity, as well as an inspiring brand vision
- learn how to align identity and vision with brand communications and experience
- discover and discuss 'brands with a conscience'
- explore storytelling and story building, and how to use and promote it
- learn how to diagnose and design an exceptional corporate brand experience
- investigate how to prioritise and manage a brand portfolio, and how to choose the brand architecture that maximises its value.

Your learning experience

This masterclass creates an environment based on experiential learning, which will help you to assimilate new knowledge. It combines these learning tools:

- **Lectures** that provide the basic theoretical frameworks to approach every topic, and additional reading to further develop your understanding of each course topic.
- **Case studies** to help you discuss each topic in depth and better understand how to practice the theoretical concepts.
- **Guest speakers** who transfer knowledge and practical tools from experience.
- **In-class discussions** which encourage active engagement and sharing of experiences.

Online format

The online masterclass is convenient and flexible, supports a high-quality learning experience and all benefits of remote learning. The leading lecturer will guide you through the sessions and ensures a balanced programme. You will also have ample opportunity to get to know your fellow participants so you can keep building your network.





Programme overview

This four-day course is specifically designed to enable professionals working full-time to benefit. It combines lectures, case studies, in-class discussions, and presentations from guest speakers. The daily programme runs from 13.00-17.30.

General programme overview:

Monday, 8 March 2021

- Course introduction
- Building an enduring corporate brand identity I
- Building an enduring corporate brand identity II

Tuesday, 9 March 2021

- Conscientious corporate brands
- Guest lecture
- Case study: Lego

Wednesday, 10 March 2021

- Group discussion about the Lego case
- Building a sustainable brand architecture
- Moving from storytelling to story building

Thursday, 11 March 2021

- Building a consistent corporate brand experience
- Guest lecture
- Integrative session and wrap-up session



Your teachers

Leading lecturer: Dr Oriol Iglesias

Dr Oriol Iglesias is an associate professor and director at the ESADE Business School Department of Marketing. He was previously chair of the research group in brand management and director of the ESADE Brand Institute. Oriol has conducted in-company training and research for leading global brands and has experiences as a partner, CEO and consultant at different stages in his career. He has also co-authored several books on brand management and co-creation, and his research on this topic is published in top international academic journals.

Borja Castresana

Borja Castresana is a lecturer in marketing and communications at the ISEM Fashion Business School (Universidad de Navarra) and marketing lecturer at the ESADE Business School. He is the former chief marketing officer of Danone Spain, where he had many positions, such as the brand marketing manager and the vice-president of global marketing for Actimel.

He is former global chief marketing and communications officer of both Pronovias and Desigual. He has more than 20 years of experience in local positions and international global roles. He has a wide variety of expertise, including brand strategy, PR and brand communications.



**Matt Close, executive vice-president
global ice cream at Unilever**

Matt Close has been leading Unilever's global ice cream business for the past four years. With a career spanning 27 years at Unilever, he has enjoyed 17 ice cream seasons in various roles in the UK, Europe and globally. Matt is passionate about purposeful business and the role innovation plays in both driving positive change and delivering consistent growth. At Unilever, his ice cream team is seen as pioneering many new approaches in brand development, innovation and a team culture that people want to be part of.

Andy Last, co-founder and CEO of MullenLowe Salt

Andy co-founded MullenLowe salt in 2000. He advises brands and corporates on social purpose and sustainability communications and is a regular speaker and commentator on the power of business to lead positive change. Andy is a B Corp Ambassador and a member of the Medinge Group think-tank.

For whom?

You will benefit from this masterclass if you are communications professional and want to understand the fundamental concepts of corporate branding and the latest developments of this continuously evolving topic. You will learn how to develop your corporate brand, and how to nurture it to become an enduring brand.

In our online classroom, you will meet a diverse group of accomplished, driven and open-minded professionals from Europe and beyond, working in various communication positions in the public and private sectors, NGOs, and consultancies. All participants should be educated toon at least bachelor level, and have at least three years of work experience.

Certification and ECTS

In the programme, you will develop an in-depth analysis of the corporate brand strategy of a well-known global brand of your choice and provide strategic recommendations for the future. In your answers, make sure to reference and use the readings and materials from class, such as academic articles and lecture slides. And apply relevant models and techniques to the case. The assignment is a group assignment. The details of the assignment will be explained in the final session of the course.

This course is worth 5 ECTS, if you take this as part of the complete MSc in Corporate Communication.

Practical information



Dates

The masterclass takes place from **8-11 March 2021** online via Zoom meeting.



Fee

The course fee is €2,800, which includes tuition and course materials, and assessment.



Interested?

We are always happy to talk to you, and to answer any questions you might have. Contact us on:

ccc@rsm.nl

+31 (0) 10 408 2851



Ready to apply?

Secure your spot by completing [our online application form](#).

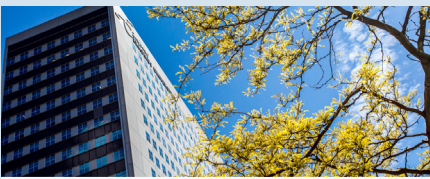


About our Part-time Executive Master in Corporate Communication programme

This foundation course can be followed on its own, or as a part of our **Part-time Executive MSc in Corporate Communication**.

We have offered this master programme since 1998, to communication professionals who wish to further enhance their careers. The aim is to provide strategic, leadership and management skills, as well as in-depth knowledge of corporate communication, reputation management and related disciplines. Participants who complete the whole programme are rewarded with a master degree from Erasmus University Rotterdam.

Our accredited programme is designed to be flexible, and can be combined with a full-time career. You can therefore start at any time, with any of our four modules:



Part I

Foundation of corporate communication

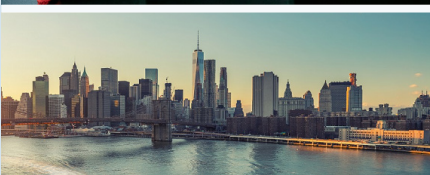
The Foundation course (in January or June);



Part II

Six advanced elective courses

Six Advanced Elective courses. You can choose six courses from the 15 that are offered, depending on your personal or professional interest and availability;



Part III

Study trip to New York

International study trip;



Part IV

Master thesis

Conduct a theory-based or practice-based research for your own organisation

To obtain the master degree you must complete all four modules. Upon completion, you will have gained insight from new academic, international perspectives, and learned from working with international peers from diverse industry backgrounds within Europe and beyond.
www.rsm.nl/mcc