

Rotterdam School of Management
Erasmus University

MASTERCLASS CORPORATE BRANDING





Corporate branding at a glance

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 three-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 experience

In this three-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, accompanied by 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 you to become actively engaged and share your experiences with other participants.

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.

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 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 to at least bachelor level, and have at least three years of work experience.

Previous participants have said:

"The course content and lectures went beyond corporate branding and continuously linked the benefit of driving such initiatives in terms of business strategy and value."

"Professor Iglesias has the most fantastic way of teaching, the way he finished each section with a summary/recap was a brilliant way of teaching. Additionally, I appreciated the broad content of the course."



Programme overview

This three-day course is well balanced with sufficient breaks and alternating working methods. The daily programme runs from 09.00-17.00 hr.

General programme overview:

Lecture day 1

- Course introduction
- Building an enduring corporate brand identity I
- Building an enduring corporate brand identity II
- Lego Case: discussion in teams
- Guest lecture

Lecture day 2

- Lego Case: discussion in class
- Building a sustainable brand architecture
- How to be a brand with a conscience
- Guest lecture

Lecture day 3

- Building a consistent corporate brand experience
- Moving from storytelling to story building
- Guest lecture
- Integrative session and wrap-up session

Course expert

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.

Guest speaker

Alongside the leading lecturer, professionals from various organisations will share practical insights in this course, enhancing the course with real-world experiences for a comprehensive learning experience.

Curious about our guest speakers?

Check out our website at rsm.nl/mcc for the details.



Practical information

Explore the latest updates on dates, fees, and locations by visiting our website at rsm.nl/mcc. Take advantage of the convenience of our frequently offered live online courses.

If you have any questions or need more information, we're here to help. Feel free to reach out to us at ccc@rsm.nl or call us at +31 (0) 10 408 2851.

Ready to take the next step?
Secure your spot by completing our [online application form](#).

We look forward to welcoming you to our programme!



About our Part-time Executive Master in Corporate Communication programme

This 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** 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 International Study Trip Discover and learn from the best practices in corporate communication by visiting global companies.



Part IV **Master thesis** Master thesis.



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



Accredited by



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Rotterdam School of Management Erasmus University (RSM)

is one of Europe's top-ranked business schools. RSM provides ground-breaking research and education furthering excellence in all aspects of management and is based in the international port city of Rotterdam – a vital nexus of business, logistics and trade. RSM's primary focus is on developing business leaders with international careers who can become a force for positive change by carrying their innovative mindset into a sustainable future. Our first-class range of bachelor, master, MBA, PhD and executive programmes encourage them to become critical, creative, caring and collaborative thinkers and doers.