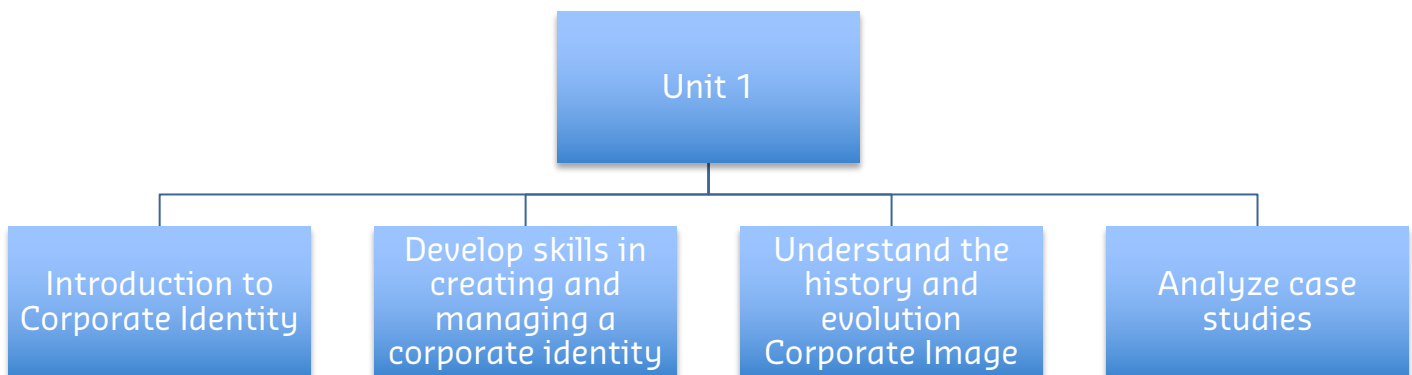# CORPORATE IDENTITY

UNIT I

Introduction Unit I

INTRODUCTION TO UNIT I

This course will provide an overview of the field of Corporate Image and Public Relations and its role in modern society. Students will learn about the history and evolution of Corporate Identity as a profession, the principles concepts and components.

OBJECTIVE

To understand the importance of a consistent and recognizable image for a company or organization

CONTENT MAP

```
                                    Unit 1
        ┌──────────────┬──────────────┼──────────────┐
  Introduction to   Develop skills in   Understand the     Analyze case
  Corporate Identity  creating and      history and         studies
                      managing a        evolution
                      corporate identity Corporate Image
```

Introduction Unit I

UNIT EVALUATION

EVALUATION	GRADES
Activity 1. Dunkin' Donuts	5
Activity 2. Airbnb	5
Unit Evaluation Exam Unit 1	10
Total	20

UNIT ACTIVITIES

TOPIC	SUBTOPIC	ACTIVITY
Corporate Identity	Branding	ACTIVITY 1. Rebranding Project: Dunkin' Donuts
Brand Image	Logo redesign	ACTIVITY 2. Airbnb