



The Faculty of Business Studies from the University of León is partner of the **EU Project** **Experiential education. Interactive/Intensive course of European brand management (brandY)**

From the 26th until the 30th of June, 2023, Universidad CEU Cardenal Herrera in Valencia, Spain has hosted in the last Intensive Programme of the Erasmus + project, **Experiential education. Interactive/Intensive course of European brand management (brandY)**.

The event reunited teachers from prestigious European universities. This last event was meant to test and use the e-learning platform as an interactive experience to the users and allow students to perform educational tasks around brand management.

In fact, this IP represents the climax of more than three years of international cooperation between the project partners, presenting all the project products: the Book and the e-Book, the e-learning platform, Brandy website and the final stages of the Dissemination module.

The practical activities have been performed by the students in international teams using the theoretical input, instructions and the description of all the tasks as a result of all the preliminary workshops delivered in the previous six IPs:

- Targeting – Buyer Personae
- Positioning & Clothes Collection
- Brand Narrative system workshop
- Customer Journey mapping
- Brand Communications
- Brand Loyalty program workshop
- Internationalization plan

In international teams, the participating students have worked hard in order to apply the theoretical input onto the IT platform, creating activities and solving problems.

In the end, each team presented, in front of their peers and the panel of teachers, their reports on the entire session, identifying their strengths and weaknesses, providing ways of solving the tasks and showing their ingenuity in providing solutions.

The scores registered by the international teams were reflected in a hierarchy emphasizing the way each task was accomplished according to the assessment grid described by each of the task mentors.

The final outcome was a very complex package of good experience, of sharing ideas, of harmonizing the problems with solutions, within an international framework.

All in all, the IP activities and workshops provided the necessary resources and information for the design of a virtual platform as an instrument of teaching/learning the brand management within an international framework.

For more information about the Marketing app consult with Carmen R Santos (carmen.santos@unileon.es), from the Faculty of Business Studies at the University of León

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“More information about the Erasmus+ programme: www.oph.fi/erasmusplus”.