



Business School

SUMMER INSTITUTE

On Branding in Times of Crisis

WHERE

Florence, ITALY



WHEN

Jul/20 – Jul/28



TUITION

To be confirmed

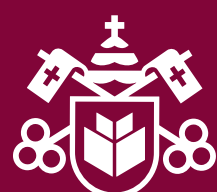


TUITION + ACCOMODATION

To be confirmed



Brands compete against others striving for survival in any given ecosystem. In order to survive and guarantee its best performance, brands need to have a well-established purpose. The brand purpose goes beyond generating profits. Also, creating a great relationship with customers is no longer enough. The new consumer wants to live in a better world through the use of engaged brands. Thus, the creation and maintenance of a strong brand provides the ability to simplify consumer decision-making in times of crisis. In this course, students will learn the role of brands, the concept of brand authenticity, and the advantages of creating enduring brands during difficult periods.



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