




DISCOVER THE BEST BRANDS



 Module
III

 Course
Branding
for
Orange
Economy

 Topic 1
What is
brand

 Lesson 1
Brand
Definition

Activity

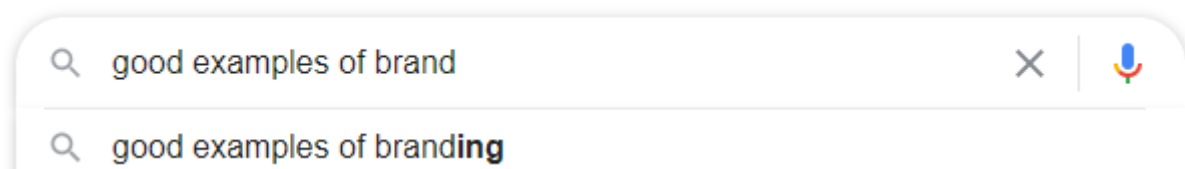
- **Short Description:** In an individual activity, each student should find some good examples of brands.
- **Methodology:** Research-based learning
- **Duration:** 30 minutes
- **Difficulty (high - medium - low):** Low
- **Individual / Team:** Individual
- **Classroom / House:** House
- **What do we need to do this activity?**
 - **Hardware** (Computer or Mobile phone)
 - **Software** (Web browser)
 - **Other resources** (None)

Description



- **Text description:** Once when the lesson is presented by the teacher, the student should find some of the best examples of brands.
- **Illustration:**

Google



Instructions

Chose a web browser to find needed information.

1. STEP 1: Select the industry (aerospace, transport, computer, telecommunication, agriculture, construction, education, pharmaceutical industry, food industry, health and care, hospitality, entertainment, news media, energy, manufacturing, music, mining, electronics industry, etc.)
2. STEP 2: Search for good examples of branding

Expected outcomes

- That the student learns to identify brand.

DIGICOMP (Competences developed): *Browsing, searching and filtering data, information, and digital content, Evaluating data, information, and digital content. Interacting through digital technologies*

ENTRECOMP (Competences developed): *Spotting opportunities, Self-awareness and self- efficacy, Taking the initiative*



ANNEX:

| DIGCOMP | ENTRECOMP |
|---|--|
| <p>1. INFORMATION AND DATA LITERACY</p> <p>1.1 Browsing, searching and filtering data, information and digital content</p> <p>1.2 Evaluating data, information and digital content</p> <p>1.3 Managing data, information and digital content</p> | <p>1. IDEAS AND OPPORTUNITIES</p> <p>1.1 Spotting opportunities</p> <p>1.2 Creativity</p> <p>1.3 Vision</p> <p>1.4 Valuing ideas</p> <p>1.5 Ethical and sustainable thinking</p> |
| <p>2. COMMUNICATION AND COLLABORATION</p> <p>2.1 Interacting through digital technologies</p> <p>2.2 Sharing through digital technologies</p> <p>2.3 Engaging in citizenship through digital technologies</p> <p>2.4 Collaborating through digital technologies</p> <p>2.5 Netiquette</p> <p>2.6 Managing digital identity</p> | <p>2. RESOURCES</p> <p>2.1 Self- awareness and self- efficacy</p> <p>2.2 Motivation and perseverance</p> <p>2.3 Mobilizing resources</p> <p>2.4 Financial and economic literacy</p> <p>2.5. Mobilizing others</p> |
| <p>3. DIGITAL CONTENT CREATION</p> <p>3.1 Developing digital content</p> | <p>3. INTO ACTION</p> <p>3.1 Taking the initiative</p> |



| | |
|---|--|
| <p>3.2 Integrating and re-elaborating digital content</p> <p>3.3 Copyright and licences</p> <p>3.4 Programming</p> | <p>3.2 Planning and management</p> <p>3.3 Coping with uncertainty, ambiguity and risk</p> <p>3.4 Working with others</p> <p>3.5. Learning through experience</p> |
| <p style="text-align: center;">4. SAFETY</p> <p>4.1 Protecting devices</p> <p>4.2 Protecting personal data and privacy</p> <p>4.3 Protecting health and well-being</p> <p>4.4 Protecting the environment</p> | |
| <p style="text-align: center;">5. PROBLEM SOLVING</p> <p>5.1 Solving technical problems</p> <p>5.2 Identifying needs and technological responses</p> <p>5.3 Creatively using digital technologies</p> <p>5.4 Identifying digital competence gaps</p> | |

