ABSTRACT

The new technologies revolutionized the concept of learning, disseminating, sharing and educating. That is why this research work aims to make a model of digital academic Branding that allows higher education institutions to improve their level of visibility and use it as a resource to grow in digital environments and resources for institutions, teachers and students, from a physical-digital and scientific-practical-digital space.

The Internet offers great possibilities for both learning and sharing, and these tools are what we have most wanted to use within our model to create several analyzes that will demonstrate the deficiencies and can be used as advantages to increase visibility in educational institutions higher.

KEYWORDS: e-Branding university, digital university branding, social networks, academic social networks, e-teacher, e-university.