

**Corporate Reputation correlation as a strategic marketing tool in Service Design  
Management**

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### **Abstract**

This paper focused on the scope of the Design Management as a differentiating agent in the use of resources of the design and its interaction with the strategies and goals of a Service Sector, particularly in Higher Education Institutions (HEI). Currently the Reputation of HEI represents an intangible capital and a valuable asset and is recognized an important role in the differentiation and competitive advantage (Ruão, 2008). This competitive environment together with limitations of public resources for Higher Education makes the image an essential part of the strategic management of HEI (Luque-Martinez & Del Barrio Garcia, 2009). Conducting a diagnostic study is essential for building a sustained reputation.

Very strong and positive correlations were obtained in most of the Corporate Character Scale dimensions, which reflects that these are very important when IPB's strong and sustained reputation. However, the presence of strong and positive relationships in dimensions such as ruthlessness, informality and machismo reflect the need to pay more attention to these characteristics in order to contribute to the overall satisfaction of the image perceived by the IPB Community.

This paper aims to show that one of the ways to create new communication strategies can be through correlational analysis as a strategic marketing tool in Service Design Management in order to add value to the services, increasing their corporate reputation.

*Keywords:* Service Design Management, Corporate Reputation, Strategies, Polytechnic Institute of Bragança, HEI