

SYLLABUS

1. Information regarding the programme

1.1 Higher education institution	Babeş–Bolyai University Cluj Napoca
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communication, PR and Advertising
1.4 Field of study	Communication
1.5 Study cycle	Master
1.6 Study programme / Qualification	Advanced Communication Techniques

2. Information regarding the discipline

2.1 Name of the discipline	Branding and identity						
2.2 Course coordinator	KÁDÁR Magor Phd, Associate Professor						
2.3 Seminar coordinator	KÁDÁR Magor Phd, Associate Professor						
2.4. Year of study	2	2.5 Semester	2	2.6. Type of evaluation	Col	2.7 Type of discipline	DS

3. Total estimated time (hours/semester of didactic activities)

3.1 Hours per week	3	Of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the curriculum	36	Of which: 3.5 course	24	3.6 seminar/laboratory	12
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					24
Additional documentation (in libraries, on electronic platforms, field documentation)					30
Preparation for seminars/labs, homework, papers, portfolios and essays					36
Tutorship					12
Evaluations					4
Other activities: fieldwork					8
3.7 Total individual study hours			114		
3.8 Total hours per semester			150		
3.9 Number of ECTS credits			6		

4. Prerequisites (if necessary)

4.1. curriculum	<ul style="list-style-type: none"> N/A.
4.2. competencies	<ul style="list-style-type: none"> Synthesizing, analytic thinking Understanding of real-life policy processes Handling the online resources,

5. Conditions (if necessary)

5.1. for the course	<ul style="list-style-type: none"> For the good emerge of the courses punctuality is required, the mobile phones should be put on silence mode.
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	<ul style="list-style-type: none"> • The use of pads and notebooks is allowed only for educational purposes.
5.2. for the seminar /lab activities	<ul style="list-style-type: none"> • The specifics of the discipline, the expectances form both parts and the evaluation methods will be discussed and stated at the first meeting according to the schedule. The issues agreed on will remain unchanged until the end of the semester; • To fulfill the requirements of the seminar is a must to submit and/or present the individual and teamwork projects on time; • The projects submitted should contain a personal contribution. In case of plagiarism the student loses his right to finish the discipline and participate at the exams. The case will be presented to the Faculty's Council; • Editing a document will be done by the academic standard: 12 pt Times New Roman, 2,5 cm (1 inch) margins, single or 1.5 spacing. The name of the file will contain the name(s) of the authors, the project name and the date of submission (ex. Diligent Student – Brand Evaluation 2014-02-06); • The support for the presentation will be sent before the date of presentation or will be copied at the time of the presentation. Formats accepted: rtf, pdf, ppt, prezi or audio/video files; • At the exams it is forbidden to use complementary tools, books or electronic devices.

6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> • C1. Specific scientific language; • C2. Using new communication technologies (NTIC); • C3. Defining target groups in communication; • C4. Medium grade of complexity PR and campaign plans.
Transversal competencies	<ul style="list-style-type: none"> • CT2. Working in multidisciplinary teams; • CT3. Self-evaluation and insertion in the workforce market.

7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	The general objective is to identify the specific elements of location branding by appealing to the previous knowledge of organizational communication, Public Relation and multicultural studies. At the end of the semester the students should be able to analyze and create medium complexity branding plans..
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> • The aim of the course is to revive the existing knowledge and prepare the students for the realization of communication plans; • Developing the Project Cycle Management vision and the PCM-thinking; • The aim of the seminars is to practice the creative skills involving a learning by doing process; • The teamwork aim on the good adaptation and cooperative skills while the plenary presentations develops the public speaking and

	<p>public appearance skills;</p> <ul style="list-style-type: none"> • In order to develop the cooperative skills and associate thinking the discipline will approach the plenary presentation, problem-solving simulation, individual and teamwork.
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8. Content

8.1 Course	Teaching methods	Remarks
1. Principles of branding. Storytelling.	Projection-supported interactive presentation.	
2. Branding keynotes. Subjects of branding.	Projection-supported interactive presentation.	
3. Branding process. Strategy planning, PCM.	Projection-supported interactive presentation.	
4. Brand evaluation methods. Measurement of equitable brands.	Projection-supported interactive presentation; Case study.	
5. Local and regional identity	Projection-supported interactive presentation; teamwork	
6. Branding in multicultural environment	Projection-supported interactive presentation; teamwork	
7. Perception, stereotypes, attribution.	Projection-supported interactive presentation; teamwork	
8. Process of location branding: city branding Case study: Cluj Napoca, Ro cities, slow city	Multimedia-supported interactive presentation; Case study.	
9. Process of location branding: regional branding Case study: European regions	Multimedia-supported interactive presentation; Case study.	
10. Process of location branding: country branding Case study: Romania branding 1990-2013	Multimedia-supported interactive presentation; Case study.	
11. Process of location branding: country branding Case study: European country branding	Multimedia-supported interactive presentation; Case study.	
12. Project-evaluation	Plenary session	

Bibliography

1. AAKLER, David A.: *Brand Portofolio Strategy. Creating, Relevance, Differentiation, Energy, Leverage and Clarity*. Free Press / Simon & Schuster Company, New York, 2004.

2. AAKLER, David A.: *Buildiong Strong Brands*. Simon & Schuster UK Ltd, 2002 (1st edition), Pocket Books, London, 2010. (2nd edition).
3. ANHOLT, Simon – HILDRETH, Jeremy: *Brand America. The Making, Unmaking and Remaking of the Greatest National Image of all Time*. Marshall Cavendish Business, 2010.
4. European Commission, *Project Cycle Management Guidelines*. Brussels, 2004.
5. HEALEY, Matthew: *What is branding?* RotoVision SA, 2008.
6. HOLT, Douglas B.: *How Brands Become Icons. The Principles of Cultural Branding*. Harvard Business School Press, Boston, Massachusetts, 2003.
7. KELLER, Kevfin Lane: *Strategic Brand Management. Building, Measuring and Managing Brand Equity*. Prentice Hall / Simon & Schuster Company, New Jersey, 1998.
8. LINDSTROM, Martin: *Brand sense. Build Powerful Brands trough Touch, Taste, Smell, Sight and Sound*. Free Press / Simon & Schuster, Inc. 2005.
9. MONO: *Branding. From Brief to finished Solution*. RotoVision SA 2004.
10. Moilanen, Teemu – Rainisto, Seppo 2009. *How to Brand Nations, Cities and Destinations. A Planning Book for Place Branding*. Palgrave Macmillian, New York.
11. OLINS, Wally: *On brand*. Thames & Hudson, 2003.
12. OLINS, Wally: *The Brand handbook*. Thames & Hudson, 2008.
13. RANDALL, Geoffrey: *A Practical Guide to Plan your Strategy*. Kogan Page, 2000 (second edition).
14. TROUT, Jack: *Big Brands, Big Trouble. Lessons Learned the Hard Way*. John Wilney & Sons, INC., New York, 2001.

Lectures:

1. KLEIN, Naomi: *No logo*. Vintage Canada Edition, 2000.
2. WERNER, Klaus – WEISS, Hans.: *Schwarzbuch Markenfirmen*. Franz Deuticke Verlagsgesellschaft m.b.H., Bécs–Frankfurt, n.y..
3. WIPPERFÜRTH, Alex: *Brand Hijack. Marketing without marketing*. Portofolio, Penguin Group USA, 2005.

Articles:

1. Bogdana N. and Leuca C., R., 'From Competing Urban Imaginaries To Cohesive City Brands – New Challenges For Local Governments', 2007, *Transylvanian Review of Administrative Sciences*, 21 E/2007, pp. 73-85.
2. Kádár Magor: *Az országmárkák értékelésének módszerei. Románia országmárka-értékének gyorselemzése. [Metodele evaluării brandului de țară. Analiza brandului de țară al României.]*In: *Közgazdász Fórum*, 2013/4.
3. Kádár Magor: *Communication strategies in city branding. The experience achieved in branding municipalities in Transylvania*. In: *Transylvanian Review of Administrative Sciences (în curs de apariție)*.
4. Kádár Magor: *The process of settlement branding. Case studies on city branding in Transylvania* In: *Transylvanian Review of Administrative Sciences (în curs de apariție)*.
5. Kádár, Magor: *Psychological Background of The Reading of Nonverbal Signs. Introduction to Profiling*, in: Mucundorfeanu, M., Balaban, D. and Hosu, I. (ed.), *PR Trend. New Media: Challenges and Perspectives*. Germany: AMAK Akademie für multimediale Ausbildung und Kommunikation, 2013.
6. Kádár, Magor: *Tehnici de analiză a campaniilor de comunicare. / Methods of analysis for communication campaigns*, 2010, *Revista Română de Comunicare și Relații Publice*. 2010/2.
7. McEachern, Don, 'Putting Communities at the Center of Branding', 2006, *Public Management*, 88, no. 5, June. [Online] at www.questia.com/library/1G1-147112548/putting-communities-at-the-center-of-branding, accessed August 21th, 2013.
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9. Primăria Cluj-Napoca, *Strategia de Branding Cluj-Napoca / The Branding Strategy of Cluj-Napoca*, 2011.

8.2 Seminar / laboratory	Teaching methods	Remarks
1. Keynotes play	Teamwork	
2. Teamwork on document analyzing	Teamwork	
3. Simulation	Teamwork , role-play	
4. Simulation	Teamwork , role-play	
5. Teamwork on planning	Teamwork	
6. Teamwork on planning	Teamwork	
7. Final project presentation	Teamwork , presentation	

Bibliography – Evaluation and brand value

- Anholt, Simon 2008. Simon Anholt-National Brand Index 2008. Online: <http://www.simonanholt.com/Publications/publications-other-articles.aspx>, 2013.08.21.
- Anholt, Simon 2009. Simon Anholt-National Brand Index 2009. Online: <http://www.simonanholt.com/Publications/publications-other-articles.aspx>, 2013.08.21.
- Anholt, Simon 2009. The Anholt-GfK Roper Nation Brands Index. Methodology and Quality Control for the 2009 NBI Study. Online: <http://www.simonanholt.com/Publications/publications-other-articles.aspx>, 2013.08.21.
- Future Brand 2013. Country Brand Index 2012-13. Online: www.futurebrand.com, 2013.08.21.
- Popescu, Ruxandra Irina 2007. National Brand – A Challenge for Romania. In: Transylvanian Review of Administrative Sciences, No. 21 E/2007, 86-102. o.
- Rocha, Mike 2012. Brand Valuation. A versatile strategic tool for business. Online: <http://www.interbrand.com/en/our-work/disciplines/brand-valuation.aspx>, 2013.08.21.
- World Economic Forum 2013. The Travel and Tourism Competitiveness Index 2013 Data Analyzer. Online: <http://www.weforum.org/issues/travel-and-tourism-competitiveness/tci-platform>, 2013.08.21.
- World Economic Forum 2013. Travel and Tourism Competitiveness Report 2013. Online: <http://www.weforum.org/reports/travel-tourism-competitiveness-report-2013>, 2013.08.21.

9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

- The structure and content of the course allows the students to be prepared to take in focus groups and planning activities. The cities branded by Terra Nova Inc has ongoing projects to join, so are the Local Government Administration the course coordinator has ongoing projects (ex. Cluj Napoca, Sfântu Gheorghe)

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	• Content: evaluation of the theoretical basis	Written exam (3 points)	50 % of the final grade (5 points)
	• Synthesis: the assimilation and understanding of the	Written exam (2 points)	

	theoretical frame, evaluation of a real case.		
10.5 Seminar/lab activities	• Branding plan presentation	Teamwork , presentation (2 points)	50 % of the final grade (5 points)
	Branding plan presentation	Teamwork , plenary evaluation (2 points)	
	Branding plan rewriting, second submission	Teamwork , project submission (1 point)	
	<p>Week 12: Plenary discussion of the projects Branding plan (groups of 4-6 pers.).</p> <ul style="list-style-type: none"> • Topics by choice or from a list of recommendations. • 15-min presentations of the plans, submitting a complete written documentation • The branding plan should include: <ul style="list-style-type: none"> ○ Brief: description of the subject, preliminary evaluation, objectives, expectations of the contractor, success criteria, etc. ○ Evaluation: spontaneous association, projects, BPEST, statistical analyze, pre- and after tests, best practice examples, etc. ○ Branding process: positioning, storytelling, deign, price, public relations ○ Target group segmentation, messages and channels ○ Communication or promotion plan ○ Visual identity ○ Work process, monitoring. • The projects should be submitted 3 days before the presentation. After the plenary presentation, evaluation and feed-back the submitters may reconsider it and submit it again. The evaluation at the plenary session will be done by a pointed group as well. 		
10.6 Minimum performance standards			
<ul style="list-style-type: none"> • Participation at seminars min 70% (5 of 7 times) • Obtaining a sufficient grade (50% of total points) at all the stages of the exam 			

Date

10.01.2013.

Signature of course coordinator

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Signature of seminar coordinator

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Date of approval

10.01.2013.

Signature of the head of department

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