

## SYLLABUS

### 1. Information regarding the program

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 Journalism
1.4 Field of study	Communication
1.5 Study cycle	Master
1.6 Study programme / Qualification	Media Communication

### 2. Information regarding the discipline

2.1 Name of the discipline	<b>Institutional Branding</b>						
2.2 Course coordinator	dr. habil. KÁDÁR Magor assoc. professor, <a href="mailto:kadar.magor@fspac.ro">kadar.magor@fspac.ro</a>						
2.3 Seminar coordinator	dr. habil. KÁDÁR Magor assoc. professor, <a href="mailto:kadar.magor@fspac.ro">kadar.magor@fspac.ro</a>						
2.4. Year of study	1	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"> <li>N/A.</li> </ul>
4.2. competencies	<ul style="list-style-type: none"> <li>synthesizing, analytic thinking;</li> <li>understanding of real-life policy processes;</li> <li>handling the online resources.</li> </ul>

### 5. Conditions (if necessary)

5.1. for the course	<ul style="list-style-type: none"> <li>For the good emerge of the courses punctuality is required, the mobile phones should be put on silence mode.</li> <li>The use of pads and notebooks is allowed only for educational purposes.</li> </ul>
5.2. for the seminar /lab activities	<ul style="list-style-type: none"> <li>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;</li> <li>To fulfill the requirements of the seminar is a must to submit and/or present the individual and teamwork projects on time;</li> <li>The projects submitted should contain a personal contribution. In case of</li> </ul>

	<p>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;</p> <ul style="list-style-type: none"> <li>• Editing a document will be edited 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 2018-03-06);</li> <li>• 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;</li> <li>• At the exams it is forbidden to use complementary tools, books or electronic devices.</li> </ul>
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## 6. Specific competencies acquired

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

## 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, marketing, 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"> <li>• The aim of the course is to revive the existing knowledge and prepare the students for the realization of communication plans;</li> <li>• Developing the Project Cycle Management vision and the PCM-thinking;</li> <li>• The aim of the seminars is to practice the creative skills involving a learning by doing process;</li> <li>• The teamwork aim on the good adaptation and cooperative skills while the plenary presentations develops the public speaking and public appearance skills;</li> <li>• In order to develop the cooperative skills and associate thinking the discipline will approach the plenary presentation, problem-solving simulation, individual and teamwork.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Remarks
1. Branding key concepts: Principles of branding. Storytelling.	Multimedia - supported interactive presentation.	
2. Branding key concepts:	Multimedia -	

Image, reputation, subjects of branding.	supported interactive presentation.	
3. Branding key concepts: Brand values, brand hijack, brands of identity.	Multimedia - supported interactive presentation	
4. Branding process and documents. Strategy planning, PCM.	Multimedia - supported interactive presentation.	
5. Segmentation and targeting: demographic & habits Local and regional identity	Multimedia - supported interactive presentation; teamwork	
6. Brand evaluation methods. Measurement of equitable brands.	Multimedia - supported interactive presentation; case study.	See biblio: 37-45.
7. Perception, stereotypes, attribution. Segmentation and targeting: self-definition, auto-stereotype	Multimedia - supported interactive presentation; teamwork	
8. Process of location branding: city branding Branding in multicultural environment	Multimedia-supported interactive presentation; case study.	
9. Process of location branding: city branding Case study: Cluj Napoca, Ro cities, slow city. Identity: symbols and attitudes	Kick-presentation; case study; workshop.	
10. Process of location branding: regional branding Case study: European regions	Multimedia-supported interactive presentation; Case study.	
11. Process of location branding: country branding Case study: Romania branding 1990-2016 Case study: brand personality	Multimedia-supported interactive presentation; case study.	
12. Process of location branding: country branding Workshop on Romania's country branding.	Kick-presentation; case study; workshop.	
13. Process of location branding: national branding Case study: European country branding Case study: identity, migration, integrity	Multimedia-supported interactive presentation; case study.	
14. 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. ANHOLT, Simon: *Brand New Justice - How branding places and products can help the*

*developing world*. Elsevier Butterworth-Heinemann, Oxford, 2003, 2005.

5. ANHOLT, Simon: *Competitive identity. The New Brand Management for Nations, Cities and Regions*. Palgrave Macmillan, 2007, 2013.
6. ASHWORTH, Gregory J. – KAVARATZIS, Mihalis: *Towards Effective Place Brand Management. Branding European Cities and Regions*. Edward Elgar Publishing Limited, Glos<sup>[1]</sup><sub>[SEP]</sub> - Edward Elgar Publishing, Inc., Massachusetts, 2010. \*
7. European Commission: *Project Cycle Management Guidelines*. Brussels, 2004.
8. European Commission: *Quality of Life in Cities. Perception Survey in 79 European Cities*. Publications Office of the European Union, Luxembourg, 2013. Online: [http://ec.europa.eu/public\\_opinion/index\\_en.htm](http://ec.europa.eu/public_opinion/index_en.htm)
9. FISHER-BUTTINGER, Claudia – VALLASTER, Christine: *Connective Branding. Building Brand Equity in a Demanding World*. John Wiley and Sons, Ltd., The Atrium, Southern Gate, 2008.
10. GO, Frank – GOVERS, Robert (ed.): *International Place Branding Yearbook 2010. Place Branding in the New Age of Innovation*. Palgrave Macmillan, New York, 2010.
11. GOVERS, Robert – GO, Frank: *Place Branding. Glocal, Virtual and Physicaql Identities, Constructed, Imagined and Experienced*. Palgrave Macmillan, New York, 2009.
12. HEALEY, Matthew: *What is branding?* RotoVision SA, 2008.
13. HOLT, Douglas B.: *How Brands Become Icons. The Principles of Cultural Branding*. Harvard Business School Press, Boston, Massachusetts, 2003.
14. KELLER, Kevin Lane: *Strategic Brand Management. Building, Measuring and Managing Brand Equity*. Prentice Hall / Simon & Schuster Company, New Jersey, 1998.
15. LINDSTROM, Martin: *Brand sense. Build Powerful Brands through Touch, Taste, Smell, Sight and Sound*. Free Press / Simon & Schuster, Inc. 2005.
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22. PIKE, Steven: *Destination Marketing. An integrated marketing communications approach*. Elsevier Butterworth-Heinemann, Oxford, 2008. \*
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<https://aaltoodoc.aalto.fi/bitstream/handle/123456789/2106/isbn9512266849.pdf?sequence=1>
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26. TROUT, Jack: *Big Brands, Big Trouble. Lessons Learned the Hard Way*. John Wilney & Sons, INC., New York, 2001.
27. WARD, Stephen (ed.): *Selling Places. The Marketing and promotion of Towns and Cities 1950-2000*. Alexandrine Press, Oxford, 1998; Taylor & Francis e-Library, 2005<sup>[1]</sup><sub>[SEP]</sub>.

#### **Lectures:**

28. KLEIN, Naomi: *No logo*. Vintage Canada Edition, 2000.
29. WERNER, Klaus – WEISS, Hans: *Schwarzbuch Markenfirmen*. Franz Deuticke Verlagsgesellschaft m.b.H., Wien-Frankfurt, n.y.

30. WIPPERFÜRTH, Alex: *Brand Hijack. Marketing without marketing*. Portofolio, Penguin Group USA, 2005.

**Articles:**

31. BOGDANA N. – 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. Source: <http://rtsa.ro/tras/index.php/tras/article/view/373/363>
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8.2 Seminar / laboratory	Teaching methods	Remarks
1. Keynotes play	Teamwork	
2. Teamwork on document analyzing	Teamwork	
3. Simulation on stereotypes	Teamwork, role-play	
4. Teamwork on planning	Teamwork	
5. Case study for group projects	Teamwork, presentation	
6. Final group project presentation	Presentation	MsC year 2 students
7. Final group project presentation	Presentation	MsC year 1 students

**Bibliography – Evaluation and brand value**

37. ANHOLT, Simon 2008. Simon Anholt-National Brand Index 2008. Online: <http://www.simonanholt.com/Publications/publications-other-articles.aspx>, 2017.08.21.
38. ANHOLT, Simon 2009. Simon Anholt-National Brand Index 2009. Online: <http://www.simonanholt.com/Publications/publications-other-articles.aspx>, 2017.08.21.
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41. KÁDÁR Magor: *Az országmárkák értékelésének módszerei. Románia országmárka-értékének gyorsselemzése. [Metodele evaluării brandului de țară. Analiza brandului de țară al României.]* In: Közgazdász Fórum, 2013/5. Source: <http://www.rmkt.ro/publikacok-reszletek/koezgazdasz-forum.html>
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**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 SRL have ongoing projects to join, so are the Local Government Administrations the course coordinator has ongoing projects with (ex. Cluj Napoca, Sfântu Gheorghe, Gheorgheni)

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	Final paper <ul style="list-style-type: none"> <li>• hypothesis – research – conclusions; OR</li> <li>• research question – data analysis &amp; presentation – recommendations.</li> </ul>	Submitted final paper	50 % of the final grade (5 points)
10.5 Seminar / lab activities	<ul style="list-style-type: none"> <li>• Branding plan: development, discussions, background documentation and presentation</li> <li>Branding plan presentation</li> </ul>	Research, data processing, background documentation (3 points)	50 % of the final grade (5 points)
		Presentation, plenary evaluation, teamwork (1 point)	
		Rewriting and re-editing, second submission (1 point)	
<p>Week 13-14: Plenary presentation &amp; discussion of the group projects (groups of 4-6 pers.).</p> <ul style="list-style-type: none"> <li>• Topics submitted by the group or chosen from the recommended topics list.</li> <li>• Max. 15-min presentation of the project, submitting a complete written documentation.</li> <li>• The project / branding plan should include:               <ul style="list-style-type: none"> <li>○ brief: description of the subject, preliminary evaluation, objectives, expectations of the contractor, success criteria, etc;</li> <li>○ evaluation: data and statistics available, spontaneous association, projects, BPEST, statistical analyze, pre- and after tests, best practice examples, etc;</li> <li>○ branding process: positioning, storytelling, design, price, public relations (or another set of branding elements and process based on the bibliography);</li> <li>○ target group segmentation, messages and channels;</li> </ul> </li> </ul>			

	<ul style="list-style-type: none"> <li>○ communication or promotion plan;</li> <li>○ visual identity (at least guidelines and recommendations);</li> <li>○ work process, monitoring.</li> <li>● Try to develop an original / creative idea about your topic regarding the UAP, UEP, positioning, visual identity, media access, events, etc.</li> <li>● 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. A pointed group will do the evaluation at the plenary session as well.</li> </ul>
<b>10.6 Minimum performance standards</b>	
<ul style="list-style-type: none"> <li>● Participation at seminars min 70% (5 out of 7 times)</li> <li>● Obtaining a minimum of 50% of the points at both stages of the exam</li> <li>●</li> </ul>	

Date  
20.01.2018.

Signature of course coordinator  
KÁDÁR Magor, Phd

Signature of seminar coordinator  
KÁDÁR Magor, Phd

Date of approval  
31.01.2018.

Signature of the head of department