

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 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 | Institutional branding / Branding and identity | | | | | | |
| 2.2 Course coordinator | dr. habil. KÁDÁR Magor assoc. professor, kadar.magor@fspac.ro | | | | | | |
| 2.3 Seminar coordinator | dr. habil. KÁDÁR Magor assoc. professor, kadar.magor@fspac.ro | | | | | | |
| 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: | | | | | hrs |
| 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, analytical thinking; understanding real-life policy processes; documentation, research and argumentative capacity; handling the online platforms and resources. |

5. Conditions (if necessary)

| | |
|--------------------------------------|--|
| 5.1. for the course | <ul style="list-style-type: none"> proper space with presentation tools and mobile chairs; for online courses devices, access to Internet and BBU Teams platform; or the good emerge of the course's punctuality is required, the mobile phones should be put on silence mode. 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, development and expectances form both parts and the evaluation methods will be discussed and stated at the first meeting according to the schedule; he conditions 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; |

| | |
|--|---|
| | <ul style="list-style-type: none"> 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; https://www.umftgm.ro/fileadmin/legislatie/Legea_206-2004_buna_counduita_cercetare.pdf http://fspac.ubbcluj.ro/resurse/formulare-regulamente/reguli-etice-si-deontologie/ 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); the papers and projects will be uploaded on the Teams platform in rtf, pdf, ppt, prezi or audio/video file formats; FSPAC Moodle: https://moodle.fspac.ubbcluj.ro/ Teams tutorial for BBU students: https://dtic.ubbcluj.ro/wp-content/uploads/2020/09/tutorial_studenti_MS_Teams_sep_2020_V3.pdf at the written exams it is forbidden to use complementary tools, books or electronic devices, take home exams allows to use any resources needed. |
|--|---|

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, 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"> 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 public appearance skills; In order to develop the cooperative skills and associate thinking the discipline will approach the plenary presentation, problem-solving simulation, individual and teamwork. |

8. Content

| | | |
|------------|------------------|---------|
| 8.1 Course | Teaching methods | Remarks |
|------------|------------------|---------|

| | | |
|--|---|--|
| 1. Branding key concepts 1. Principles of branding. Storytelling. | Multimedia - supported interactive presentation. | Discussion on topics, expectations duties, exam. |
| 2. Branding key concepts 2. Image, reputation, subjects of branding. | Multimedia - supported interactive presentation. | |
| 3. Branding key concepts 3. 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-based Local and regional identity | Multimedia - supported interactive presentation; teamwork | |
| 6. Perception, stereotypes, attribution. Self-definition, auto-stereotype | Multimedia - supported interactive presentation; teamwork | |
| 7. Brand evaluation methods. Measurement of equitable brands. | Multimedia - supported interactive presentation; case study. | See biblio: articles 32-39. |
| 8. Organizational branding Case study on employer branding | Multimedia-supported interactive presentation; case study. | |
| 9. Organizational branding Workshop on crisis management | Kick-presentation; case study; workshop. | |
| 10. Place branding: city branding Case study: Cluj Napoca, Ro cities, slow city. Branding in multicultural environment | Multimedia-supported interactive presentation; case study. | |
| 11. Place branding: country branding Case study: Romania branding 1990-2020 Case study: brand personality | Multimedia-supported interactive presentation; case study. | |
| 12. Project presentation and evaluation (2 nd year students). | Plenary session | |
| 13. Project presentation and evaluation (2 nd year students) | Plenary session | |
| 14. National holiday | | |
| Bibliography | | |
| 1. AAKLER, David A.: <i>Brand Portofolio Strategy. Creating, Relevance, Differentiation, Energy, Leverage and Clarity</i> . Free Press / Simon & Schuster Company, New York, 2004. | | |
| 2. AAKLER, David A.: <i>Buildiong Strong Brands</i> . 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^[1]_{SEP} - 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
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 trough Touch, Taste, Smell, Sight and Sound*. Free Press / Simon & Schuster, Inc. 2005.
16. MCEVEN, William J.: *Married to the Brand*. The Gasllup Organozation, Gallup Press, New York, 2005.
17. MOILANEN, Teemu – RAINISTO, Seppo: *How to Brand Nations, Cities and Destinations. A Planning Book for Place Branding*. Palgrave Macmillian, New York, 2009.
18. MONO: *Branding. From Brief to finished Solution*. RotoVision SA 2004.
19. MORGAN, Nigel– PRITCHARD, Annette– PRIDE, Roger (ed.): *Destination Branding: Creating the unique destination proposition*. Elsevier Butterworth-Heinemann, Oxford, 2002, 2004.
20. OLINS, Wally: *On brand*. Thames & Hudson, 2003.
21. OLINS, Wally: *The Brand handbook*. Thames & Hudson, 2008.
22. PIKE, Steven: *Destination Marketing. An integrated marketing communications approach*. Elsevier Butterworth-Heinemann, Oxford, 2008. *
23. RAINISTO, Seppo: *Succes Factors of Place marketing: a Study of Place Marketing Practices in Northern Europe and The United States*. Doctoral Dissertation. Helsinki University of Technology, 2003.
<https://aaltodoc.aalto.fi/bitstream/handle/123456789/2106/isbn9512266849.pdf?sequence=1>
24. RANDALL, Geoffrey: *A Practical Guide to Plan your Strategy*. Kogan Page, 2000 (second edition).
25. RIES, Al – RIES Laura: *The 22 Immutable Laws of Branding*. Profile Books, London, 1999.
26. SCHMITT, Bernd H. – ROGERS, David L. (ed.): *Handbook on Brand and Experience Management*. Edward Elgar Publishing Limited, Glos^[1]_{SEP} - Edward Elgar Publishing, Inc., Massachusetts, 2008.
27. TROUT, Jack: *Big Brands, Big Trouble. Lessons Learned the Hard Way*. John Wilney & Sons, INC., New York, 2001.
28. WARD, Stephen (ed.): *Selling Places. The Marketing and promotion of Towns and Cities 1950-2000*. Alexandrine Press, Oxford, 1998; Taylor & Francis e-Library, 2005^[1]_{SEP}.

Lectures:

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

Articles:

32. Kádár, Magor – Benedek, István. The Branding and Promotion of Cultural Heritage. Case study about the development and promotion of a touristic heritage route in the Carpathian Basin. In: *Journal of Media Research*. Vol. 10. Issue 3 (29), 2017: 80-102. Source: <http://www.mrjournal.ro/docs/R2/29JMR0.pdf>
33. Kádár Magor, Benedek István: *Preliminary Analysis for Place Branding and Promotion of the Western Region of Sălaj County, Romania*. In: *Territorial Identity and Development*, Vol. 4., 2019/1, 50-72. Source: http://territorial-identity.ro/wp-content/uploads/2019/09/4_Benedek_TID_1_2019.pdf
34. Kádár Magor: *The Process of Settlement Branding. Case studies on City Branding in Transylvania*. In: *Transylvanian Review of Administrative Sciences*, 2014: Special issue, p. 55-69. Source: <http://rtsa.ro/tras/index.php/tras/article/view/413/403>
35. Neamtu B. – 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>
36. 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. Source: <http://www.mrjournal.ro/>
37. Kádár Magor, Benedek István: *Romanian Local Public Government Online 2.0. Analysis of the Fulfillment of the Online Regulations and Communication Criteria of the City Halls and Local Councils of the County Seats of Romania*. In: Hințea, Cristina M. – Moldovan, Bogdan A. – Radu, Bianca V. – Suci, Raluca M. (ed.): *Transylvania International Conference in Public Administration*. Editura Accent, Cluj-Napoca, 2018: 240-256.).
38. McEachern, Don: *Putting Communities at the Center of Branding.*, 2006, *Public Management*, 88, no. 5, June. Source: www.questia.com/library/1G1-147112548/putting-communities-at-the-center-of-branding
39. Popescu, R., A., – Profiroiu, A., G.: *Comparative Study Regarding Eu Urban Areas Tourism Promotion Using Official Websites – Examples Of Good Practices For Romania's Capital City*, 2012, *Transylvanian Review of Administrative Sciences*, No. 35 E/2012, pp. 219-237. Source: <http://rtsa.ro/tras/index.php/tras/article/view/54/50>

| 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

40. ANHOLT, Simon 2008. Simon Anholt-National Brand Index 2008. Online: <http://www.simonanholt.com/Publications/publications-other-articles.aspx>, 2017.08.21.

41. ANHOLT, Simon 2009. Simon Anholt-National Brand Index 2009. Online: <http://www.simonanholt.com/Publications/publications-other-articles.aspx>, 2017.08.21.

42. 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>, 2017.08.21.

43. Future Brand 2013. Country Brand Index 2012-13. Online: www.futurebrand.com, 2013.08.21.

44. KÁDÁR Magor: *Az országmárkák értékelésének módszerei. Románia országmárka-értékének gyorselemzése. [Metodele evaluării brandului de țară. Analiza brandului de țară al României.]* In: *Közgazdász Fórum*, 2013/5. Source: <http://www.rmkt.ro/publikacok-reszletek/koezgazdasz-forum.html>

45. POPESCU, Ruxandra Irina 2007. National Brand – A Challenge for Romania. In: *Transylvanian Review of Administrative Sciences*, No. 21 E/2007, 86-102. o.

46. ROCHA, Mike 2012. Brand Valuation. A versatile strategic tool for business. Online: <http://www.interbrand.com/en/our-work/disciplines/brand-valuation.aspx>, 2017.08.21.

47. 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>, 2017.08.21.

48. World Economic Forum 2013. Travel and Tourism Competitiveness Report 2013. Online: <http://www.weforum.org/reports/travel-tourism-competitiveness-report-2013>, 2017.08.21.

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 curricula is conformed with the leading universities and programs in place branding.
- The content and final expectations of the curricula considers the recommendations of the professional associations and carrier centers, the expectation of the hiring organizations and the changes on the market and the trend in national and international policies.
- The feed-back from professional institutions is a positive one regarding the knowledge and competences of the students entering the market.
- The legal and deontological aspects are synchronized with the laws and ethical prescriptions of the professional organizations and their deontological prescriptions.
- 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"> • hypothesis – research – conclusions; OR • research question – data gathering, analysis, presentation – conclusions and recommendations. | Submitted final paper | 50 % of the final grade (5 points) |

| | | | |
|--|--|--|------------------------------------|
| 10.5 Seminar / lab activities | <ul style="list-style-type: none"> Branding plan: development, discussions, background documentation and presentation Branding plan presentation | Research, data processing, background documentation (3 points) | 50 % of the final grade (5 points) |
| | | Presentation, plenary evaluation, teamwork (1 point) | |
| | | Rewriting and re-editing for the second submission (1 point) | |
| <p>Week 13-14: Plenary presentation & discussion of the group projects (groups of 4-5 pers.).</p> <ul style="list-style-type: none"> Topics submitted by the group or chosen from the recommended topics list. Max. 15-min presentation of the project, submitting a complete written documentation. The project / 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: data and statistics available, spontaneous association, projects, BPEST, statistical analyze, pre- and after tests, best practice examples, etc; branding process: positioning, storytelling, deign, price, public relations (or another set of branding elements and process based on the bibliography); target group segmentation, messages and channels; communication or promotion plan; visual identity (at least guidelines and recommendations); work process, monitoring. Try to develop an original / creative idea about your topic regarding the UAP, UEP, positioning, visual identity, media access, events, etc. 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. | | | |
| 10.6 Minimum performance standards | | | |
| <ul style="list-style-type: none"> Theoretical understanding of the key concepts, methods and instruments of the place branding. Critical and analytical approach to the place branding processes and projects. Participation at seminars min 70% (5 out of 7 times). Obtaining a minimum of 50% of the points at all stages of the exam. | | | |

Date
15.02.2021.

Signature of course coordinator
KÁDÁR Magor PhD habil.

Signature of seminar coordinator
KÁDÁR Magor PhD habil.

Date of approval
20.02.2021.

Signature of the head of department
prof. HOSU Ioan PhD habil.