

## 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	<b>Institutional branding / Branding and identity</b>						
2.2 Course coordinator	dr. habil. KÁDÁR Magor professor, <a href="mailto:kadar.magor@fspac.ro">kadar.magor@fspac.ro</a>						
2.3 Seminar coordinator	dr. habil. KÁDÁR Magor professor, <a href="mailto:kadar.magor@fspac.ro">kadar.magor@fspac.ro</a>						
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)					15
Preparation for seminars/labs, homework, papers, portfolios and essays					26
Tutorship					12
Evaluations					4
Other activities: fieldwork					8
3.7 Total individual study hours	89				
3.8 Total hours per semester	125				
3.9 Number of ECTS credits	5				

### 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, analytical thinking;</li> <li>understanding real-life policy processes;</li> <li>documentation, research and argumentative capacity;</li> <li>handling the online platforms and resources.</li> </ul>

### 5. Conditions (if necessary)

5.1. for the course	<ul style="list-style-type: none"> <li>proper space with presentation tools and mobile chairs; for online courses devices, access to Internet and BBU Teams platform;</li> <li>or the good emerge of the course's 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, 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;</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> </ul>

	<ul style="list-style-type: none"> <li>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;  <a href="https://www.umftgm.ro/fileadmin/legislatie/Legea_206-2004_buna_counduita_cercetare.pdf">https://www.umftgm.ro/fileadmin/legislatie/Legea_206-2004_buna_counduita_cercetare.pdf</a>  <a href="http://fspac.ubbcluj.ro/resurse/formulare-regulamente/reguli-etice-si-deontologie/">http://fspac.ubbcluj.ro/resurse/formulare-regulamente/reguli-etice-si-deontologie/</a></li> <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 2023-03-06);</li> <li>the papers and projects will be uploaded on the Teams platform in rtf, pdf, ppt, prezi or audio/video file formats;  FSPAC Moodle: <a href="https://moodle.fspac.ubbcluj.ro/">https://moodle.fspac.ubbcluj.ro/</a>  Teams tutorial for BBU students: <a href="https://dtic.ubbcluj.ro/wp-content/uploads/2020/09/tutorial_studenti_MS_Teams_sep_2020_V3.pdf">https://dtic.ubbcluj.ro/wp-content/uploads/2020/09/tutorial_studenti_MS_Teams_sep_2020_V3.pdf</a></li> <li>at the written exams it is forbidden to use complementary tools, books or electronic devices, take home exams allows to use any resources needed.</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 (NTIC);</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
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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; generational marketing. 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. Place branding: country branding Case study: Romania branding projects 1990- 2023	Multimedia- supported interactive presentation; case study.	
10. Place branding: country branding Elements of branding, brand personality for Romania	Multimedia- supported interactive presentation; teamwork.	
11. Place branding: city branding Case study: Cluj Napoca, Ro cities, slow city. Branding in multicultural environment	Multimedia- supported interactive presentation; case study.	
12. Project presentation and evaluation (2 <sup>nd</sup> year students.	Plenary session	
13. Project presentation and evaluation (1 <sup>st</sup> year students	Plenary session	
14. Feedback on performance, future plans and possibilities	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.
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13. HOLT, Douglas B.: *How Brands Become Icons. The Principles of Cultural Branding*. Harvard Business School Press, Boston, Massachusetts, 2003.
14. KELLER, Kevfin Lane: *Strategic Brand Management. Building, Measuring and Managing Brand Equity*. Prentice Hall / Simon & Schuster Company, New Jersey, 1998.
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<https://aaltodoc.aalto.fi/bitstream/handle/123456789/2106/isbn9512266849.pdf?sequence=1>
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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<sup>[L]</sup><sub>[SEP]</sub>.

**Lectures:**

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**Articles:**

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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

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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 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, Targu Secuiesc).

## 10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
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10.4 Course	Final paper <ul style="list-style-type: none"> <li>• hypothesis – research – conclusions; OR</li> <li>• research question – data gathering, analysis, presentation – conclusions and recommendations; OR</li> <li>• case study with relevance or impact on branding</li> </ul>	Submitted final paper <ul style="list-style-type: none"> <li>1 p. /res. methodology</li> <li>1,5 p. /precise execution</li> <li>0,5 p. /branding relevance</li> <li>1 p. /final conclusions</li> <li>0,5 p. /relevant biblio</li> <li>0,5 p. /indicating sources</li> </ul>	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 for the second submission (1 point)	
<p>Week 13-14: Plenary presentation &amp; discussion of the group projects (groups of 4-5 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, deign, price, public relations (or another set of branding elements and process based on the bibliography);</li> <li>○ target group segmentation, messages and channels;</li> <li>○ communication or promotion plan;</li> <li>○ visual identity (at least guidelines and recommendations);</li> <li>○ work process, monitoring.</li> </ul> </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>			
10.6 Minimum performance standards			
<ul style="list-style-type: none"> <li>• Theoretical understanding of the key concepts, methods and instruments of the place branding.</li> <li>• Critical and analytical approach to the place branding processes and projects.</li> <li>• Participation at seminars min 70% (5 out of 7 times).</li> <li>• Obtaining a minimum of 50% of the points at all stages of the exam.</li> </ul>			

Date

Signature of course coordinator

Signature of seminar coordinator

15.02.2023.

KÁDÁR Magor PhD habil.

KÁDÁR Magor PhD habil.

Date of approval  
20.02.2023.

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