

## 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 Sc.
1.3 Department	Department of Communication, PR and Advertising
1.4 Field of study	Communicationsciences
1.5 Study cycle	Master
1.6 Study programme	Advanced Communication Techniques

### 2. Information regarding the discipline

2.1 Name of the discipline	<b>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	Ex.	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>recommended skills are critical thinking, learning and unlearning techniques, advanced verbal and non-verbal expression, self-knowledge, knowledge and use of foreign languages, the ability to recognize situations and solve problems, teamwork;</li> <li>personal management skills are recommended such as time management, stress and conflict management, respectively innovation and creativity</li> <li>understanding real-life policy processes, ability for documentation, research and argumentative capacity;</li> <li>managing online platforms and resources.</li> </ul>

### 5. Conditions (if necessary)

5.1. for the course	<ul style="list-style-type: none"> <li>technical conditions: room equipped with video projector and blackboard, in the case of online courses, students' access to UBB's Teams platform and access through the course code sent at the beginning of the semester;</li> <li>punctuality, provision of work infrastructure, silent mobile phones are necessary for the smooth running of activities;</li> </ul>
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	<ul style="list-style-type: none"> <li>the use of personal technical equipment (phone, laptop) is allowed only in order to facilitate the learning process (taking notes, online searches, accessing learning platforms, online tests and evaluations, archiving, etc.);</li> <li>audio/video recordings are prohibited according to GDPR regulations;</li> <li>conditions related to works, individual work and plagiarism according to point 5.2.</li> <li>compliance with the ethical and deontological code of UBB: <a href="https://www.ubbcluj.ro/ro/despre/organizare/files/etica/Codul-de-etica-si-deontologie-profesionala.pdf">https://www.ubbcluj.ro/ro/despre/organizare/files/etica/Codul-de-etica-si-deontologie-profesionala.pdf</a></li> <li>compliance with the UBB regulation for combating discrimination: <a href="https://www.ubbcluj.ro/ro/despre/organizare/files/etica/Ghid_pentru_combaterea_discriminarii_UBB.pdf">https://www.ubbcluj.ro/ro/despre/organizare/files/etica/Ghid_pentru_combaterea_discriminarii_UBB.pdf</a></li> </ul>
5.2. for the seminar /lab activities	<ul style="list-style-type: none"> <li>technical conditions: spacious room with mobile furniture, which allows simulations, role-playing games and team presentations; in the case of online seminars, students' access to UBB's Teams platform;</li> <li>information related to the structure, graduation and expectations of the course, the conditions of participation in the exams, the weight of the activities and papers, the projects, the deadlines and the bibliography will be presented and discussed at the first meeting; they remain unchanged and binding until the end of the semester;</li> <li>in order to graduate from the course, it is necessary to prepare and upload individual works to the course platform by the deadline and present group projects according to the course agenda;</li> <li>students' works must contain an original own contribution; plagiarism is sanctioned with the exclusion of the student from the session and the provisions of the faculty and university regulations are applied. <ul style="list-style-type: none"> <li><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></li> <li><a href="http://fspac.ubbcluj.ro/resource/formulare-regulamente/reguli-etice-si-deontologice/preventing_and_combating_the_phenomenon_of_plagiarism_and_copyright">http://fspac.ubbcluj.ro/resource/formulare-regulamente/reguli-etice-si-deontologice/preventing_and_combating_the_phenomenon_of_plagiarism_and_copyright</a>: <a href="https://doctorat.ubbcluj.ro/ro/prevenirea-si-combaterea-fenomenului-de-plagiat-la-universitatea-babes-bolyai/">https://doctorat.ubbcluj.ro/ro/prevenirea-si-combaterea-fenomenului-de-plagiat-la-universitatea-babes-bolyai/</a></li> </ul> </li> <li>submitted papers will follow the standard format: 12 point letters, 2.5 cm (1 inch) margin, 1 or 1.5 line spacing; the name of the document will bear the name of the author, the name of the task and the date of preparation. Ex.: Excellent Student – Media Image Analysis 2024-01-15);</li> <li>the teaching of the papers is done by uploading to the course platform (Teams, Moodle etc.) in pdf format, the presentations in ppt, prezi, video;</li> <li>during the on-site final exam, the use of course materials and technical equipment is prohibited; in the case of exam fraud, the procedures provided by the faculty / university are applied..</li> </ul>

## 6. Specific competencies acquired

<b>Professional competencies</b>	<ul style="list-style-type: none"> <li>C1: Identification and use of language and specialized knowledge in the field of communication sciences;</li> <li>C2: Advanced use of new information and communication technologies (NTIC);</li> <li>C3: Adaptation of communication strategies to the different types of audience / public involved in communication (advanced level);</li> <li>C4. Development, implementation and evaluation of integrated public relations strategies;</li> <li>C5. Analyzing and planning how a brand is positioned on the market;</li> <li>C6. Creating, conveying and maintaining the desired image or reputation of the client;.</li> </ul>
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<b>Transversal competencies</b>	<ul style="list-style-type: none"> <li>• solve in a realistic way - with both theoretical and practical arguments - some usual professional situations, with a view to their effective and deontological solution;</li> <li>• apply effective work techniques in the multidisciplinary team with the performance of certain tasks on hierarchical levels;</li> <li>• self-assess the need for professional training for the purpose of insertion and adaptation to the requirements of the labor market;</li> <li>• respects the informative documents sent by the clients, the work plan, the creative requests of the artists, the technical requirements formulated by the programmers and the budget established for the project in execution;</li> <li>• develop professional networks, establish contacts to maintain the flow of information, establish business relationships and use different channels of professional communication;</li> <li>• approach problems critically, develop creative ideas and define business plans in the context of traditional and digital media..</li> </ul>
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## 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 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. Branding plan.	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- 2024	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. 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).
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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> - 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 Macmillian, 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.
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22. PIKE, Steven: *Destination Marketing. An integrated marketing communications approach*. Elsevier Butterworth-Heinemann, Oxford, 2008. \*
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<https://aaltodoc.aalto.fi/bitstream/handle/123456789/2106/isbn9512266849.pdf?sequence=1>
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#### **Lectures:**

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#### **Articles:**

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8.2 Seminar / laboratory	Teaching methods	Remarks
1. Keynotes play	Teamwork, debate	
2. Teamwork on document analyzing	Teamwork, debate	
3. Teamwork on planning	Teamwork, debate	
4. Case study for group projects	Teamwork, debate	
5. Final group project presentation	Presentation	MsC year 2 students
6. 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.
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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 content of the subject is consistent with the curriculum of other university centers in the country and abroad. Employing organizations and career offices played an important role in the design and development of the course (e.g. design of employment interviews), as well as actors of the Romanian economic market (persuasion and sales techniques);
- from the analysis of the opinions expressed by employers regarding the preferential attributes of training specialists, a high degree of appreciation of their professionalism resulted, which confirms that the structure and content of the educational curriculum built for this study program are correct, comprehensive and effective.
- the ethical and legal norms are in accordance with the legislation in force as well as the deontological norms of the fields and professional institutions in the field of communication, mass media, economy and law.
- the structure and content of the course allows the students to be prepared to take in focus groups and planning activities. The Local Government Administrations of cities branded by the course coordinator have ongoing projects to join (ex. In Cluj Napoca, Sfântu Gheorghe, Targu Secuiesc, Odorheiu-Secuiesc, 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 gathering, analysis, presentation – conclusions and recommendations; OR</li> <li>• case study with relevance or impact on branding</li> </ul>	Submitted final paper 1 p. /res. methodology 1,5 p. /precise execution 0,5 p. /branding relevance 1 p. /final conclusions 0,5 p. /relevant biblio 0,5 p. /indicating sources	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)	
	Week 13-14: Plenary presentation & discussion of the group projects (groups of 4-5 pers.). <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> </ul> </li> </ul>		

	<ul style="list-style-type: none"> <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> <li>○ communication or promotion plan;</li> <li>○ visual identity (at least guidelines and recommendations);</li> <li>○ work process, monitoring.</li> </ul> <ul style="list-style-type: none"> <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 their project and submit it again.</li> <li>● Groups will peer review each-other at the plenary session.</li> </ul>
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<b>10.6 Minimum performance standards</b>	
<ul style="list-style-type: none"> <li>● knowledge of the theoretical and methodological aspects of the branding process;</li> <li>● profound theoretical and practical understanding of territorial branding methods and tools;</li> <li>● critical and analytical approach to territorial branding processes and projects;</li> <li>● participation in seminars, min. 70% according to the regulations for participation in exams;</li> <li>● completing each sample of the exam, achieving min. 50% of the total points for each individual test.</li> </ul>	

Date  
03.21.2023.

Signature of course coordinator  
prof. KÁDÁR Magor PhD habil.

Signature of seminar coordinator  
prof. KÁDÁR Magor PhD habil.

Date of approval  
09.09.2023.

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