



COURSE SYLLABUS

2019/2020 Academic Year

1. GENERAL COURSE INFORMATION

1.1. Course Name	Branding								
1.2. Study Programme	Communication Management professional undergraduate study programme								
1.3. Course Short Name	BREND	1.7. Year of Study	Second, Third						
1.4. Course Code	CM19143	1.8. Semester	Fourth, Sixth / Summer						
1.5. Course Status	Elective	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Tyoe</th> <th>Total Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Exercises</td> <td>15</td> </tr> </tbody> </table>	Course Tyoe	Total Hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays – According to published schedule
Course Tyoe	Total Hours								
Lectures	15								
Exercises	15								

2. TEACHING STAFF

2.1. Lecturer in Charge	Mirna Ćorić	2.6. Course Associates	Saša Blažeković
2.2. Academic Rank	MSc	2.7. Academic Rank	MA
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank	Assistant
2.4. Contact e-mail	mirna.coric@bernays.hr	2.9. Contact e-mail	sasa.blazekovic@bernays.hr
2.5. Consultations	According to published schedule	2.10. Consultations	According to published schedule

3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the course is <i>Branding</i> .
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course..
3.3. Learning Outcomes	LO1: Explain the basic concepts related to brand and identity. LO2: Independently analyse concrete examples of branding/rebranding.



	LO3: Demonstrate an understanding of the process of branding.																					
	LO4: Apply the knowledge and demonstrate creative thinking in solving the case.																					
3.4. Course Content	<ol style="list-style-type: none"> 1. Introductory lecture. Basic Terms. Definitions of a brand. Social context and the role of brands. 2. The process of branding. Methodology. Analytics. 3. The platform brand. Kapferer's Prism. Manifesto. 4. Operating the brand; strategy; architecture of the brand; brand portfolio management; extensions of the brand. 5. Preliminary Exam. 6. Branding and industry. Consumer society. 7. Branding destination. 8. Personal branding and branding in politics. 9. Digital age. Millennials. Generation Z 10. Essay submission. 																					
3.5. Types of Class Activities	<table border="1"> <tr> <td>X</td> <td>Lectures</td> <td></td> <td>Exercises</td> <td></td> <td>Field Trips</td> <td></td> <td>Multimedia and Network</td> <td></td> <td>Mentored Paper</td> </tr> <tr> <td></td> <td>Seminars and Workshops</td> <td></td> <td>Distance Learning</td> <td>X</td> <td>Independent Assignments</td> <td></td> <td>Laboratory</td> <td></td> <td>Misc.</td> </tr> </table>	X	Lectures		Exercises		Field Trips		Multimedia and Network		Mentored Paper		Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.	
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3.6. Course Language	Croatian Language																					
3.7. Student Obligations	Class attendance; essay																					
3.8. Monitoring Student Work and ECTS	<table border="1"> <tr> <td>1</td> <td>Class Attendance</td> <td></td> <td>Written Exam</td> <td></td> <td>Seminar Paper</td> <td>2</td> <td>Preliminary Exam(s)</td> <td></td> <td>Project</td> </tr> <tr> <td></td> <td>Activities in Class</td> <td></td> <td>Oral Exam</td> <td></td> <td>Research</td> <td>1</td> <td>Essay</td> <td></td> <td>Misc.</td> </tr> </table>	1	Class Attendance		Written Exam		Seminar Paper	2	Preliminary Exam(s)		Project		Activities in Class		Oral Exam		Research	1	Essay		Misc.	
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3.9. Grading Students during Class and Final Exam	<table border="1"> <thead> <tr> <th>Grade Type</th> <th>Points</th> </tr> </thead> <tbody> <tr> <td>1. Attendance and activity in class</td> <td>10</td> </tr> <tr> <td>2. Preliminary exam</td> <td>40</td> </tr> <tr> <td>3. Essay</td> <td>50</td> </tr> <tr> <td>Total Points</td> <td>100</td> </tr> </tbody> </table>		Grade Type	Points	1. Attendance and activity in class	10	2. Preliminary exam	40	3. Essay	50	Total Points	100										
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3.10. Obligatory Literature	<ol style="list-style-type: none"> 1. David A. Aaker (2004). <i>Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity</i>, Simon and Schuster (str. 23-63, 103-111) 2. Simon Anholt (2009). <i>Konkurentan identitet : novo upravljanje markama država, gradova i regija</i>, Zagreb: <u>M PLUS</u>, (str. 1-38) 																					



3.11. Supplementary Literature

1. Jean-Noël Kapferer (2008). *The New Strategic Brand Management*, četvrto izdanje, Kogan Page (str. 175-190)

3.12. Quality Monitoring Methods

Observations and evaluation of teaching, student questionnaires

