



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Identity and Image Management								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	UPII	1.7. Year of Study	Second						
1.4. Course Code	CM19116	1.8. Semester	Third / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type</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>	Type	Total hours	Lectures	15	Exercises	15	1.10. Class Venue and Schedule	Bernays – According to published schedule
Type	Total hours								
Lectures	15								
Exercises	15								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Igor Vukasović	2.6. Course Associates
2.2. Academic Rank	MA	2.7. Academic Rank
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank
2.4. Contact e-mail	igor.vukasovic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The objective of the Image and Identity Management course is for the students to master basic concepts and tools through practical and interactive lectures and exercises, based on a balanced measure of the required fundamental theoretical background and case studies. This will enable them to understand the importance of strategic identity, image, reputation and branding management and to acquire the required skill set.
3.2. Enrolment Criteria	There are no specific conditions for enrolment in this course.
3.3. Learning Outcomes	LO1: Define, identify and categorize fundamental concepts related to identity, image, reputation and brands. LO2: Analyze specific examples of identity management, image, reputation and brands in the corporate and social sphere.



	<p>LO3: Through integrated marketing communication apply acquired knowledge in the strategic identity, image, reputation and brand management.</p> <p>LO4: Demonstrate creative thinking ability and capacity to propose problem/challenge solving situations.</p>																			
3.4. Course Content	<ol style="list-style-type: none"> <li>1. Distinguishing between identity and image. COO effect. Repositioning.</li> <li>2. Reputation Management. Organizational Culture. <i>Project Task Assignment</i>. Difference between brand and product. The emotional capital of the brand. Elements of the brand identity.</li> <li>3. Brands types. Creating reputable organizations and corporate brands. Identity, image, reputation and brand management change factors.</li> <li>4. Integrated Marketing Communication – defining the target marketing process. Segmentation. Positioning.</li> <li>5. Strategy Marketing mix. Advertising appeal. <i>Work on Project Task</i>.</li> <li>6. Identity, image and reputation strategic management. Case studies.</li> <li>7. Quality of service as a key component of Image and Reputation Management. Co-Branding. <i>Work on Project Task</i>.</li> <li>8. Written Exam (preterm). Image and Reputation Management.</li> <li>9. <i>Project Task – Group presentations I</i></li> <li>10. <i>Project Task – Group presentations II</i></li> </ol>																			
3.5. Types of Class Activities	X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper										
		Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.										
3.6. Course Language	Croatian Language																			
3.7. Student Obligations	<p>Regular attendance and active participation</p> <p>Mastering obligatory literature and lectures</p> <p>Project tasks assignment (group team work)</p> <p>Final Exam (individual work)</p>																			
3.8. Monitoring Student Work and ECTS	1	Class Attendance	2	Written Exam		Seminar Paper		Preliminary Exam(s)	1	Project										
		Activities in Class		Oral Exam		Research		Essay		Misc.										
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. Written Exam</td> <td>58</td> </tr> <tr> <td>2. Project Task Assignment</td> <td>37</td> </tr> <tr> <td>3. Exercise</td> <td>5</td> </tr> <tr> <td><b>Total points</b></td> <td><b>100</b></td> </tr> </tbody> </table>										Grade type	Points	1. Written Exam	58	2. Project Task Assignment	37	3. Exercise	5	<b>Total points</b>	<b>100</b>
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1. Written Exam	58																			
2. Project Task Assignment	37																			
3. Exercise	5																			
<b>Total points</b>	<b>100</b>																			
3.10. Obligatory Literature	<ol style="list-style-type: none"> <li>1. Olins, W. (2008). <i>Brendovi – marke u suvremenom svijetu</i>. Golden marketing (chapters: 1-5, 7, 9, 11) / <i>Original: On Brand (2003)</i></li> <li>2. Vranešević, T. (2007). <i>Upravljanje markama</i>. Accent (chapters: 1-4) / <i>Book title translation in English: Brands Management</i></li> </ol>																			
3.11. Supplementary Literature	<ol style="list-style-type: none"> <li>1. Kesić, T. (2003). <i>Integrirana marketinška komunikacija</i>. Opinio / <i>Book title translation in English: Integrated Marketing Communication</i></li> <li>2. Benoit L., W., Benoit J, P. (2013). <i>Persuazivne poruke – proces utjecanja</i>. Slap. / <i>Original: Persuasive Messages – the Process of Influence (2008)</i></li> <li>3. Lindstrom, M. (2009). <i>Brand Sense – revolucija osjetilnog marketinga</i>. MEP. / <i>Original: Brand Sense - Sensory Secrets behind the Stuff We Buy (2005)</i>.</li> </ol>																			

**Edward Bernays**

University College

Communications | Tourism



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**3.12. Quality  
Monitoring  
Methods**

Observations and evaluation of teaching; student questionnaires



komunikacije



turizam



cjeloživotno  
obrazovanje

COMMUNICATION  
MANAGEMENT  
FORUM

**CMR** Communication  
Management  
Review

