



Babeş – Bolyai University, Cluj – Napoca

Faculty of Political, Administrative and Communication Sciences

Department of Communication, Public Relations and Advertising

Academic year 2021-2022

2nd Semester

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### Course title

Trademark Communication / Institutional Branding

Syllabus \* <sup>1</sup>

Discipline title: Institutional Branding / Trademark Communication	ZOOM
Course: mandatory	Schedule: Tuesday 17.00-20.00 - no break
Year of study - 2nd year Master Program 3d year CRP German studies	CRP III, Master - German studies
Course owner: Lecturer Paul Fărcaş	Contact: <a href="mailto:farcas@fspac.ro">farcas@fspac.ro</a>
<b>EXAM</b>	<b>1 - Individual Project - you will receive a subject and you will have to write a paper on this subject - 3 pages - DEADLINE - Mar 29, 2022</b> <b>2 - Team project (2 students) - a Brand Audit on a Brand that you will receive (5-7 pages) - DEADLINE - May 10, 2022</b>

<sup>1</sup> \* Any changes to this syllabus will be announced in advance.

## I. Discipline description:

In a world where the consumer is faced with a multitude of alternatives to choose goods and services, the brand can have a major impact on the purchase decision. The beliefs, attitudes, and associations that the consumer makes in his mind about the chosen good or service cannot be imitated. Therefore, more and more companies of any kind have come to the conclusion that the brand aspects that are associated with their goods or services are the most valuable components that they possess. The branding and brand management course aims to bring more useful information from the world of branding, advertising and PR, to second year students, specialization in advertising, who have already covered a number of fundamental disciplines of public relations and advertising.

We aim to outline an overview of the branding industry, by exposing and combining theoretical notions with examples of good practice (or less good - because they also teach us lessons) in the field of branding. The debates during the course and seminar will be completed by the compulsory bibliography that the students will go through in order to take the exam. At the same time, we intend to invite specialists in the field during classes and / or seminars, who can share their experience with students. Brand capital management, brand building, promotion, rebranding and applicability are just some of the topics that will be covered. We also aim to make this course as practical and accessible as possible. The way of carrying out the activity is exposed in point II of this material.

## II. The way the activity is carried out:

The approach is a student-oriented one that will be challenged to go through the specialized bibliography, but especially to debate, following research guided and supported by the teacher, different types of branding (institutional branding, commercial branding, personal branding, city branding / country / region, hotel branding, rebranding - a new vision, of the student, on some known brands etc). For the individual project the student will be put in the position of holding a mini-course for colleagues, which will be based on a priori research on one of the topics proposed by the teacher. The idea behind such an approach is to give the student the opportunity to get involved in scientific research and give more importance to his work, but also to focus the entire activity on the student, on practical experiences gained in class. By taking the mini-courses the student will receive his/her first grade which has a share of 50% of the final grade. These mini-courses will be held in the second half of the semester. Students will receive the topics from a list proposed by the teacher that fit into the typologies of brands.

## III. Topics covered<sup>2</sup>

The course schedule below is indicative and subject to change

Week	Course Title	Content	References*
First week 22.03.2022	Course and seminar presentation	Introduction to the course and pretesting students' knowledge; task distribution	Syllabus presentation
2nd week 01.03.2022	Introduction	Introduction to the basics of branding and branding	Aneta Bogdan, <i>Branding pe frontul de Est, Despre reputație</i>

<sup>2</sup> **Cursurile 10-14** vor fi susținute de studenții ce s-au înscris pentru a realiza mini cercetări cu privire la subiectele abordate.

			<i>împotriva curentului</i> , 2011, pp. 29-56
<b>3rd Week</b> 08.03.2022	Basic elements of the brand (I)	About TradeMark, Fundamentals of a Brand, Differences between a product and a brand	Tilde Heding, Charlotte F. Knudtzen and Mogens Bjerre, <i>Brand Management. Research, theory and practice</i> , Routledge, USA, 2009, pp. 9-19
<b>4th Week</b> 15.03.2022	Basic elements of the brand (II)	Naming in branding - Slogan and logo, visual identity in branding	Tilde Heding, Charlotte F. Knudtzen and Mogens Bjerre, <i>Brand Management. Research, theory and practice</i> , Routledge, USA, 2009, pp. 9-19
<b>5th Week</b> 22.03.2022	<b>Brand Archetypes I</b>	What is an archetype? What are the 4 major dimensions of the 12 archetypes? Presentation of the first 6 archetypes	Margaret Mark, Carol S. Pearson, <i>The Hero and the Outlaw - Building Extraordinary Brands through the Power of Archetypes</i> , ed. McGraw-Hill, 2001.
<b>6th Week</b> 29.03.2022	<b>Brand Archetypes II</b>	Presentation of the next 6 archetypes	Margaret Mark, Carol S. Pearson, <i>The Hero and the Outlaw - Building Extraordinary Brands through the Power of Archetypes</i> , ed. McGraw-Hill, 2001.
<b>7th Week</b> 05.04.2022	Brand typologies** (I)	Case study presentations and student research***	Own research and documentation sources
<b>8th Week</b> 12.04.2022	Brand typologies** (I)	Case study presentations and student research***	Own research and documentation sources
18.04.2022 - 24.04.2022 VACATION			
<b>9th Week</b> 22.04.2022	Brand management (I)	Keywords in brand management	Aneta Bogdan, <i>Branding pe frontul de Est</i> , Despre reputație împotriva curentului, 2011, pp.64-69 și 85-93  Cristian Căramidă, <i>Brandul ospitalității</i> , Ed. Brandmark, București, 2011, pp. 59-74

10th Week 29.04.2022	Brand management (II)	Brand management si strategie de branding	Cristian Căramidă, <i>Brandul ospitalității</i> , Ed.Brandmark, București, 2011, pp 59-80
11th Week 13.05.2022	Types of differentiation in branding	Strategies for differentiating and positioning brands in the market	Jack Trout, <i>Diferențiază-te sau mori. Cum să supraviețuiești în epoca actuală a concurenței</i> , Brandbuilders Group, 2006, pp. 91-173
12th Week 20.05.2022	Brand revitalization, rebranding	Differences and features	David Aaker, <i>Managementul capitalului unui brand, cum să valorificăm numele unui brand</i> , Brandbuilders Group, 2005, pp. 298 - 329

**\* Bibliography sources may be added during the semester. These will be announced to students**

**\*\*\*The presentations are made with technical support (power point, Prezi, Canva, audio video, images and text) and last at least 20 minutes / student**

#### **IV. Evaluation method**

**1 - Individual Project - you will receive a subject and you will have to write a paper on this subject - 3 pages - 50% of the final grade**

**2 - Team project (2 students)- a Brand Audit on a Brand that you will receive (5-7 pages) - 50% of the final grade**

#### **VI. Bibliography**

Aaker, David (2005) *Managementul capitalului unui brand*, Brandbuilders marketing & advertising books, București, Editura Curier Marketing, pp. 298 - 329

Bogdan Aneta (2011), *Branding pe frontal de Est. Despre reputație, împotriva curentului*, Brandient, București. pp. 29-56; pp.64-69 și 85-93

Cristian Căramidă, *Brandul ospitalității*, Ed. Brandmark, București, 2011, pp. 59-80

Heding Tilde, Knudtzen Charlotte F. and Bjerre Mogens, *Brand Management. Research, theory and practice*, Routledge, USA, 2009, pp. 9-19

Ries Al, Ries Laura (2003) *Cele 22 de legi imuabile ale brandingului*, Brandbuilders marketing & advertising books, București, Editura Curier Marketing. – toată cartea (în reader se găsește o sinteză)

Trout Jack (2006), *Diferențiază-te sau mori. Cum să supraviețuiești în epoca actuală a concurenței*, Brandbuilders, București. 91-173

Cărămidă Cristian (2009), *Brand și Branding. Identitate vizuală*, Ed. Brandmark.,București.

Cărămidă Cristian (2010), *Brand și Branding. Valoarea brandului*, Ed. Brandmark.,București.

Cărămidă Cristian (2011), *Brand start, primele 100 de zile*, Ed. Brandmark.,București.

Klein Naomi (2006), *No Logo, tirania mărcilor*, Comunicare.ro, București.

Olins Wally (2006) *Despre brand*, București, Comunicare.ro

Ries, Al, Trout, Jack (2004) *Poziționarea. Lupta pentru un loc în mintea ta*, Brandbuilders marketing & advertising books, București, Editura Curier Marketing.