

COURSE SYLLABUS

2023/2024 Academic Year

1. GENERAL COURSE INFORMATION

1.1. Course Name	Identity and Image Management								
1.2. Study Programme	Communication Management undergraduate study programme Tourist Destination Management and Marketing undergraduate study programme								
1.3. Course Short Name	(CM) - UPII (TDM) - IIMA	1.7. Year of Study	3.						
1.4. Course Code	CM23133 TDM23320	1.8. Semester	5. / winter						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Type</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>15</td> </tr> <tr> <td>Excercises</td> <td>15</td> </tr> </tbody> </table>	Course Type	Total hours	Lectures	15	Excercises	15	1.10. Class Venue and Schedule	Bernays – according to the published schedule
Course Type	Total hours								
Lectures	15								
Excercises	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	Senior Lecturer	2.8. Teaching Rank
2.4. Contact e-mail	igor.vukasovic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to the published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	The main goal of the course Identity and Image Management is to master basic communication management concepts and tools through practical and interactive lectures and exercises based on a balanced mix of theoretical background and case studies. To understand the importance of strategic identity, image, reputation and branding management and to acquire the required skills set.							
3.2. Enrolment Criteria	There is no requirement for enrolling in the course.							
3.3. Learning Outcomes	<p>L01: Define, identify, and categorize fundamental concepts related to identity, image, reputation and brands.</p> <p>L02: Analyze specific examples of identity management, image, reputation, and brands in the corporate and social sphere.</p> <p>L03: Through integrated marketing communication apply acquired knowledge in the strategic identity, image, reputation and brand management.</p> <p>L04: Demonstrate the creative thinking ability and capability to propose problem/challenge solving situations.</p>							
3.4. Course Content	<p>1. Introductory lecture. Identity-Image differentiation. COO effect. The power of (mis)perception.</p> <p>2. Repositioning. Reputation management. Corporate culture. Brand elements. The (in)tangible brand capital. <i>Project assignment selection.</i></p> <p>3. Brand types. Omnipresence of (over)branding. Cause related branding.</p> <p>4. Rules of branding and what it takes to create successful brands.</p> <p>5. Problems brandse encounter. Factors of change. Service quality relevance for brands. <i>Work on Project assignment.</i></p> <p>6. Strategic brand management. Co-branding. <i>Work on Project assignment.</i></p> <p>7. The best global brands – selected case studies.</p> <p>8. Written Exam/Pre-term. Brands and Guerilla.</p> <p>9. <i>Project assignment – student presentations I (part 1)</i></p> <p>10. <i>Project assignment – student presentations I (part 2)</i></p>							
3.5. HE	X	Lectures	X	Exercises		Field Trips	Multimedia ar Network	Mentored Paper
		Seminars and Workshops		Distance Learning	X	Independent Assignments	Laboratory	Misc.
3.6. Types of Exercises	X	Auditory Exercises	X	Methodical Exercises		Practicum Exercises	Laboratory Exercises	Experimental Exercises
		Field Exercises		Proofreading and spoken Exercises		Foreign Language Exercises	Project Exercises	Misc.
3.7. Course Language	English Language							

3.8. Student Obligations	<p>Regular attendance and active participation</p> <p>Mastering mandatory literature and lectures</p> <p>Completing the project assignment with presentation (team work)</p> <p>Exercises participation (individual work)</p> <p>Final Exam</p>																		
3.9. Monitoring Student Work and ECTS	1	Class Attendance		Activities in Class	1 , 5	Written Exam		Oral Exam	Preliminary Exam(s)										
		Seminar Paper	1	Project	0 , 5	Exercises		Essay	Misc.										
3.10. Grading Students during Class and Final Exam	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #D9D9D9;">Grade Type</th> <th style="background-color: #D9D9D9;">Points</th> </tr> </thead> <tbody> <tr> <td>1. Class attendance</td> <td style="text-align: center;">5</td> </tr> <tr> <td>2. Written exam</td> <td style="text-align: center;">58</td> </tr> <tr> <td>3. Project</td> <td style="text-align: center;">37</td> </tr> <tr> <td style="background-color: #D9D9D9;">Total Points</td> <td style="background-color: #D9D9D9; text-align: center;">100</td> </tr> </tbody> </table>									Grade Type	Points	1. Class attendance	5	2. Written exam	58	3. Project	37	Total Points	100
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1. Class attendance	5																		
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3.11. Obligatory Literature	<ol style="list-style-type: none"> Olins, W. (2003). <i>On Brand</i>. Thames & Hudson: London (selected chapters) Vranešević, T. (2007). <i>Upravljanje markama</i>. Accent (odabrana poglavlja) / <i>Book title in English: Brands Management. (selected chapters)</i> 																		
3.12. Supplementary Literature	<ol style="list-style-type: none"> William L. Benoit, Pamela, J. Benoit, <i>Persuasive Messages – The Process of Influence</i>, Wiley Blackwell, 2008 Martin Lindstrom, <i>Brand Sense – sensory secrets behind the stuff we buy</i>, Free Press, 2010 Tanja Kesić, <i>Integrated marketing communication/Integrirana marketinška komunikacija</i>, Opinio, 2003. Božo Skoko, <i>Understanding Croatia: A Collection of Essays on Croatian Identity</i>, Independently published, 2018. 																		
3.13. Quality Monitoring Methods	<p>Observations and evaluation of teaching; student questionnaires</p>																		