



Syllabus of the Course

«BRANDING OF CITIES AND TERRITORIES»

Lecturer:

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Expected learning outcomes

As a result of studying the discipline, students should:

- the theoretical and applied aspects of city and territorial branding technologies; the systemic nature and structure of branding as a component of community PR technologies; typologies of branding strategies; international and domestic experiences in using branding technologies for shaping and enhancing the positive image of cities and territories;

- ***be able to*** study and analyze the image information of cities and territories; identify and shape optimal territory branding strategies; develop optimal models of communicative interaction with identified external and internal target audiences; determine optimal communication channels for disseminating positioned information about the community; prepare and distribute image materials as part of the territorial branding strategy implementation; prepare information for a specialized website dedicated to promoting the positive international image of the territory.

Prerequisites

The course “Communication Interaction of Mass Media with Public Authorities and the Public” is based on the knowledge gained from the study of such disciplines as “Public Relations”, “Social Psychology”, “Political Process Technologies”.

Corequisites

Credits: 3.5 ECTS credits (105 hours)

Course Objective

The aim of the course is to develop a systematic set of knowledge about the role of a territorial brand in the development of regions and cities, technologies and tools for creating a territorial brand, and brand management strategies for administrative units.

Originality of the Course. Author's course.

Course Content

Topic 1. Theoretical Aspects of City and Territory Branding Politics. Brand management

Topic 2. Features of Brand Management for Administrative-Territorial Units

Topic 3. The Role of Territorial Brand in the Development of Regions and Cities. Essence of the Concepts 'Territorial Brand,' 'City Brand,' 'Territorial Marketing.

Topic 4. Municipal Branding

Topic 5. Territorial Brand Development Technologies

Topic 6. Territorial Brand Management Strategy

Topic 7. Image and reputation in the system of territorial branding

Topic 8. Best European Practices of Territorial and Municipal Branding

Topic 9. Best Practices in Branding of Ukrainian Communities

Assessment Criteria for Independent Work

To master the theoretical foundations of the course, students are required to prepare a project on one of the proposed topics. Two aspects play a significant role in the evaluation:

Oral defense of the project during a seminar – including the presentation and responses to questions (50% of the grade);

Thoroughness and completeness of the content in the written project, adhering to structural requirements (50% of the grade).

Assessment Criteria for the Test Work

The test is conducted in the form of multiple-choice questions – 20 questions in total, with 1 point awarded for each correct answer.

Students should master the basic categorical apparatus of the discipline; skills in the formation and analysis of branding strategies; communication skills in the field of branding; ability to create and manage a brand.

Semester Assessment: Credit (Pass/Fail)

Evaluation:

During the semester: *70 points*

Final credit test: *30 points*

Types of Assignments:

Independent work (presentation) – 10 points

Final test (multiple choice) – 20 points

Practical classes – 40 points

Technical Support:

Multimedia projection equipment (projector, screen, laptop/computer)

Internet access, Wi-Fi hotspot

Moodle 3.9 e-learning system.

Deadline Policy:

Assignments submitted late without a valid reason are graded lower.

Academic Integrity Policy:

All work and tasks must be completed independently. Cheating during the credit test (including the use of mobile devices) is strictly prohibited. If plagiarism or cheating is detected, the assignment will not be accepted or counted.