



Course program and reading list

Semester 0 Year 2024

School: Sammy Ofer School of Communications B.A

Virality – creating a field campaign

Lecturer:

Prof. Tal Azran tazran@runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
7758	Seminar	6	6

Course Requirements :	Group Code :	Language:
Final Paper	240747101	English



Course Description

Course Subjects: (1-13 weekly lesson plan & readings)

Introduction – Week 1-3

Dinnie, K. (2007). Nation branding: concepts, issues, practice. Oxford, UK: Elsevier. Chapter 1, PP. 3-31.

Keith Dinnie Szondi, G. (2008). Public diplomacy and nation branding: Conceptual similarities and differences. Discussion Papers in Diplomacy, retrieved from: http://ftp.clingendael.nl/publications/2008/20081022_pap_in_dip_nation_branding.pdf

Jian, W. (2006). Localising public diplomacy: The role of sub-national actors in nation branding. Place Branding, Volume 2, Number 1, January 2006 , pp. 32-42(11)

Branding a country versus a city – Week 4-6

Fan, Y. (2000). Branding the nation: What is being branded? *Journal of Vacation Marketing* January 2006 vol. 12 no. 1 5-14.

Caldwell, N, Freire, J. (2004). The differences between branding a country, a region and a city: Applying the Brand Box Model. *The Journal of Brand Management*, Volume 12, Number 1, 1 September 2004, pp. 50-61(12)

Aronczyk, M. (2008) "Living the Brand": Nationality, Globality and the Identity Strategies of Nation Branding Consultants, *International Journal of Communication*, Volume 2, pp. 41-65.

Pappu, R., Quester, P.G., Cooksey, R.W. (2007). Country image and consumer-based brand equity: relationships and implications for international marketing. *Journal of International Business Studies*, Volume 38, Number 5, September 2007, pp. 726-745(20)

Zeugner-Roth, K.P., Diamantopoulos, A., Montesinos, M.A. (2008). Home Country Image, Country Brand Equity and Consumers' Product Preferences: An Empirical Study. *Management International Review*, Volume 48, Number 5, PP. 577-602

Papadopoulos, N. and Heslop, L (2002). Country equity and country branding: Problems and prospects. *The Journal of Brand Management*, 9 (4), 294-314.

Nation and City Branding Online – Week 7-9

Olins W. (2002). Branding the nation – the historical context. *The Journal of Brand Management*, Volume 9, Numbers 4-5, April 2002, pp. 241-248.

Dinie, K. (2007). *Nation branding: concepts, issues, practice*. Oxford, UK: Elsevier. Chapter Keith Dinnie7, pp. 161-179.

Mayer-Schoenberger , V., Brodnig, G. (2001). *Information Power: International Affairs in the Cyber Age*. Harvard Kennedy School Faculty Research Working Paper Series. Week 10-13 – student presentations

Week 10-13 – student presentations

Semester Bet – Week 1-3 – Soft Power

Fan, Y. (2008). Soft power: Power of attraction or confusion? *Place Branding and Public Diplomacy* 4, 147-158 (May 2008)

Nuttavuthisit, K. (2007). Branding Thailand: Correcting the negative image of sex tourism. *Place Branding and Public Diplomacy* (2007) 3, pp. 21-30

Chapleo, C. (2007). Barriers to brand building in UK universities. *International Journal of Nonprofit and Voluntary Sector Marketing*, 12, 1 pp. 23-32.

Week 4-7 – case studies

Loo, T. and Davies, G. (2006). Branding China: The Ultimate Challenge in Reputation Management? *Corporate Reputation Review*, Volume 9, Number 3, 2006 , pp. 198-210(13)

Dzenovska, D. (2005). Remaking the nation of Latvia: Anthropological perspectives on nation branding. *Place Branding*, Volume 1, Number 2, March 2005 , pp. 173-186(14)

Andersson , M. (2007). Region branding: The case of the Baltic Sea Region. *Place Branding and Public Diplomacy*, Volume 3, pp. 120-130.

Gilboa, E. (2008). Searching for a Theory of Public Diplomacy. *The ANNALS of the American Academy of Political and Social Science*, vol. 616 no. 1 55-77

Week 8-10 – Methodologies

Martin, M.I., Eroglu, S. (1993). Measuring a multi-dimensional construct: Country image. *Journal of Business Research*, Volume 28, Issue 3, November 1993, Pp. 191-210

Israel D. Nebenzahl, Eugene D. Jaffe, (1996). Measuring the joint effect of brand and country image in consumer evaluation of global products. *International Marketing Review*, Vol. 13, issue 4, pp.5 - 22

Hsieh, M.H. (2002). Identifying brand image dimensionality and measuring the degree of brand globalization: A cross-national study. *Journal of*

International Marketing, Volume 10, No. 2, pp. 46-67.



Course Goals

Course Description:

The research seminar aims to endow students with knowledge about the concept of place branding – specifically city and nation branding. Based on this knowledge, students are expected to write a research seminar examining a major theoretical aspect of contemporary issues in place branding.

As some of the classes will be conducted via the Zoom platform, we will host several guest lecturers via the Zoom platform. In addition, the presentations at the end of the course might take place via Zoom if needed.

Course Goals:

In the last few decades nation-states moved from classic public diplomacy into branding. This is true for cities as well. The seminar will aim at integrating nation and city branding theories using Israel and/or Tel-Aviv to create a real theorybased campaign. The applied theory seminar takes place in cooperation with the Tel-Aviv city municipality as well as the



Grading

Assignments and Requirements:

85% Seminar, 15% presentation 1 semester, 10% presentation 2 semester

Grade Composition:

85% Seminar, 15% presentation 1 semester, 10% presentation 2 semester



Reading List

Bibliography

Additional suggested reading

Lee, R., Klobas, J., Tezinde, T. , Murphy, J. (2010). The underlying social identities of a nation's brand. *International Marketing Review*, Vol. 27 Issue 4, pp.450 – 465

Kabadayi, S., Lerman, D. (2011). Made in China but sold at FAO Schwarz: country-of-origin effect and trusting beliefs. *International Marketing Review*, Vol. 28, Issue 1, pp.102 – 126

Entman, R.M. (2008). Theorizing Mediated Public Diplomacy: The U.S. Case. *The International Journal of Press/Politics* April 2008 vol. 13 no. 2 87-102

Sheafer, T. and Gabai, I. (2009). Mediated Public Diplomacy: A Strategic Contest over International Agenda Building and Frame Building. *Political Communication*, 26 (4), 447-67.

Sheafer, T. and Shenhav, S.R. (2009). Mediated Public Diplomacy in a New Era of Warfare, *The Communication Review*, 12 (3), 272-83.....