

**Latvian Academy of Culture  
COURSE FOR ERASMUS STUDENTS**

<i>Course Title</i>	<b>Brand Management “The True Meaning of Branding”</b>		
<i>Credit points</i>	4		
<i>ECTS credits</i>	6		
<i>Amount of hours in classroom</i>	32		
<i>Area of studies</i>	Branding		
<i>Department</i>	ERASMUS course		
<i>Author of the Course</i>			
Lolita Ozoliņa, Mg. Sc. Soc.			
<i>Summary of the Course</i>			
<p>The course will start with a retrospective review of turning points in branding development, academic discussion about branding definitions, objectives and strategies. Through this course students will find out the differences and core values of branding areas: personalities, cities and countries, culture and others. Students will learn and practically engage in the process of the brand building, evaluation and trends of communication. This course will provide up to date case studies of branding for active discussions and an open space for opinion exchange. Therefore, we'll be seeking the answers to the question of a role of a brand, its mission and understanding of its true meaning in our individual lives and in society, in general.</p>			
<i>Plan of workshops:</i> brand image and identity case study analyses and discussions. Cases will be provided by lecturer			
<i>Theme</i>	<i>Week</i>	<i>Type of class and hours</i>	<i>Lecturers</i>
Introduction. Main turning points of brand development and communication in historical retrospective. What is a brand? Aims and tasks of the branding	<b>1.</b>	<i>Lecture</i>	Lolita Ozoliņa, Mg. Sc. Soc.
Types and methods of brand management. Graphical identity of brand	<b>2.</b>	<i>Workshop</i>	Lolita Ozoliņa, Mg. Sc. Soc.
Brand communication strategy (identity vs. image) building awareness and loyalty	<b>3.</b>	<i>Lecture</i>	Lolita Ozoliņa, Mg. Sc. Soc.
Brand positioning (story, communication tone, target audience, uniqueness, mood boards, values, mission and vision) and emotional bounding.	<b>4.</b>	<i>Lecture/ Practical</i>	Lolita Ozoliņa, Mg. Sc. Soc.
Brand values, target audience engagement in brand's life and crowdsourcing	<b>5.</b>	<i>Workshop</i>	Lolita Ozoliņa, Mg. Sc. Soc.

Brand ethics. Provocations, banned communication and reputation	<b>6.</b>	<i>Lecture</i>	Lolita Ozoliņa, Mg. Sc. Soc.
Territorial and personal branding.	<b>7.</b>	<i>Lecture/ Practical</i>	Lolita Ozoliņa, Mg. Sc. Soc.
<b>Requirements for ECTS credits</b>			
<ul style="list-style-type: none"> <li>• Attendance: 30%</li> <li>• Participation in workshops and discussion: 20%</li> <li>• Exam: 50%</li> </ul>			
<b>Bibliography</b>			
<p><b>Compulsory literature:</b></p> <ol style="list-style-type: none"> <li>1. Anholt S., <i>Places. Identity, Image and Reputation</i>, Palgrave Macmillian, 2010.</li> <li>2. Kang, Karen., <i>Branding Pays. The Five-Step System to Reinvent Your PErsonal Brand</i>, Branding Pays Media, California, 2013</li> <li>3. Keller, K., <i>Strategic Brand Management, 3/E Global edition</i>, Prentice Hall, 2013</li> <li>4. Kotler, P., Haider D.H., Rein I., <i>Marketing Places</i>, The Free Press, New York, 1993</li> <li>5. Wheeler, A., <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i>, 4th Edition, John Wiley &amp; Sons, Inc, Hoboken, 2013</li> </ol> <p><b>Extra literature:</b></p> <ol style="list-style-type: none"> <li>1. Brian, D., Heckler, T. D., <i>Truth About Creating Brands People Love</i>, Press Copyright: 2009</li> <li>2. Clark D., <i>Reinventing You</i>, Harvard Business Review Press, Boston, 2013</li> <li>3. Light, L., Kiddon, J., <i>Six Rules for Brand Revitalization: Learn How Companies Like McDonalds Can Re-Energize Their Brands</i>, Wharton School Publishing, 2009</li> <li>4. Yohn Lee, D., <i>What great brands do</i>, Jossey-Bass, 2014</li> </ol>			