



## **CIEE Lisbon, Portugal**

<b>Course name:</b>	<b>The Portuguese case of Place Branding</b>
<b>Course number:</b>	COMM 3002 LILC
<b>Programs offering course:</b>	Lisbon Language and Culture
<b>Language of instruction:</b>	English
<b>U.S. Semester Credits:</b>	3
<b>Contact Hours:</b>	45
<b>Term:</b>	Fall 2019

### **Course Description**

This course invites students to understand and analyze place branding and tourism in Portugal. Through an exploration of current trends and market research about Portugal as a tourism destination, students will develop knowledge about place branding business from the strategy to its operation component (communication).

Toward this end, this course is designed to provide participants with a comprehensive coverage of frameworks, concepts, tools, and techniques in the field of place branding, with an emphasis on uncovering, generating, and interpreting business-relevant marketing insights. By the end of the course, students will be working on the development of a marketing strategy and communication plan.

The format will be action-learning-oriented with many in-class and out-of-class exercises and a group project, in addition to more traditional lectures, readings, and case analysis.

### **Learning Objectives**

By the end of the course, students will be able to:

- Understand the basic concepts and fundamentals of Marketing and familiarize themselves with the strategic development of marketing campaigns;
- Critically engage with and reflect upon academic literature about marketing, specifically place branding;
- Acquire a theoretical reference body necessary for the study of other specific disciplines in the area of communication;
- Engage in independent research on specific case studies, thereby honing analytical, writing and presentation skills;
- Develop a place branding marketing plan;
- Identify lines of further research and study in the fields of place branding.

### **Course Prerequisites**

There are no course prerequisites.



## **Methods of Instruction**

This course will combine lectures, class roundtables, short videos, fieldtrips and on-site classes, conversations with guest speakers and creative activities.

## **Assessment and Final Grade**

<b>1. Midterm Exam</b>	<b>25%</b>
<b>2. Final Project</b>	<b>25%</b>
<b>3. Oral Presentation</b>	<b>20%</b>
<b>4. Homework</b>	<b>15%</b>
<b>5. Class participation</b>	<b>15%</b>

## **Course Requirements**

### **Midterm Exam**

The midterm exam will focus on the first half of the syllabus. It will serve to assess students' critical thinking skills and acquisition of theoretical and content-based competencies. The exam will consist of two parts: In the first section, students will have to answer questions covering essential marketing and place branding concepts; in the second part students will have to answer two essay questions on specific themes covered in class. Students will be expected to write one page per question in clear and concise English, with well-structured sentences, deploying the conceptual vocabulary discussed in class.

### **Final Project**

Students, in-group, will develop a marketing plan for Portugal as a tourism destination. This project will be based on findings, as well as on previous class work about place branding forecasting and trends. Rubrics will be used to assess each assignment. The instructor will give additional requirements the first day of class, so that the student understands precisely what is expected of him/her. By the end of the course students will have to submit a written report (2500-3000 words). The use of original source materials, photographs, and illustrations is recommended. Bibliography and quotations are required and should be based on the APA guidelines (<http://www.apastyle.org/>).

### **Oral Presentation**

Students will have to prepare an individual 15 minutes oral presentation about Portugal as a tourist destination for a specific target.

### **Homework**

Homework will include assigned readings and activities to complete outside of class. You are responsible for completing the homework outlined in the syllabus and asking for clarification when needed.



**Attendance**

- a) CIEE students are required to attend all classes. Absences are not allowed. If you are sick, you must inform your professor and provide a doctor’s note to the Resident Director. Half a point will be subtracted to your final grade if you miss 5 hours of classes. A point will be subtracted to your final grade if you miss 6 hours of classes. Two points will be subtracted to your final grade if you miss 7 hours of classes. You will fail the course if you miss more than 7 hours of classes;
- b) Students must sign an attendance list every class. Students arriving more than 10 minutes late to the class will be considered absent for a day;
- c) All tasks and assignments must be performed as required by the Professor.

**Class Participation**

- a) Active and respectful class participation is required from all students;
- c) Participate actively in class role-plays;
- d) Punctuality and preparedness are key elements for successful class performance and learning improvement;
- e) All materials should be brought to class as requested by the Professor.

**Weekly Schedule**

Class	Topic	Assignment/Reading Due
<b>Week 1: Introduction</b>		
Class 1	What is this class about? Course overview	
Class 2	Understanding the place branding industry	<ul style="list-style-type: none"> <li>• Where is place branding heading? (Kotler, 2004, pp.12-35)</li> </ul>
<b>Week 2: Marketing-mix</b>		
Class 3	Product	<ul style="list-style-type: none"> <li>• Marketing Success Through Differentiation of Anything (Theodor 1980)</li> </ul>
Class 4	Communication	<ul style="list-style-type: none"> <li>• Homework: How does Portugal communicate its place branding?</li> </ul>
<b>Week 3: Marketing-mix (cont.)</b>		
Class 5	Interactive Marketing, Social Media, and CRM	<ul style="list-style-type: none"> <li>• The social revolution of place marketing: The growing power of users in social media campaigns (Ketter 2012, pp. 285-294)</li> </ul>
Class 6	Price and distribution	

#### **Week 4: Competitive Dynamics**

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|---------|--|--|
| Class 7 | Analysis of the sector of activity<br>- PEST and SWOT models | • SWOT analysis and sustainable business planning - An IKEA case study |
| Class 8 | Analysis of the sector of activity: PORTER and ANSOFF models |  |

#### **Week 5: Segmentation, Targeting and Positioning**

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|----------|----------------------------|---|
| Class 9  | Segmentation and targeting |   |
| Class 10 | Brand positioning          | • Positioning the nation-state (Quelch 2005, pp. 229-237) |

#### **Week 6: Brand Management**

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|----------|---------------|---|
| Class 11 | Branding      | • The Oslo Region Brand Management Strategy |
| Class 12 | MID-TERM EXAM |   |

#### **Week 7: Consumer Behavior**

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|----------|---------------------|---|
| Class 13 | Choices & decisions | • Behavior Defines Consumers (Neveril 2007) |
| Class 14 | Social Influences   |   |

#### **Week 8: Strategic Decisions**

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|----------|---------------------------|---|
| Class 15 | Relationship marketing    | • Relationship marketing of services—growing interest, emerging perspectives (Berry, 1995, pp. 236-245) |
| Class 16 | Strategic marketing plans |   |

#### **Week 9: Field experience**

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|----------|-----------------------------------|---|
| Class 17 | Fieldtrips to a Portuguese Museum |   |
| Class 18 | Fieldtrip group analysis          | • Homework: SWOT analysis of the visited museum |

#### **Week 10: Place Branding Project Support**

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|----------|---------------------------------------|--|
| Class 19 | Guest speaker (awaiting confirmation) |  |
| Class 20 | Progress review for final projects    |  |

### **Week 11: Place Branding Project Presentations**

Class 21 Progress review for final projects

Class 22 Project presentations and report Part 1

### **Week 12: Place Branding Project Presentations**

Class 23 Project presentations and report Part 2

Class 24 Summing up and discussion of course topics

## **Course Materials**

### **Readings**

- Berry, L. L. (1995). Relationship marketing of services—growing interest, emerging perspectives. *Journal of the Academy of marketing science*, 23(4), 236-245.
- Ketter, E., & Avraham, E. (2012). The social revolution of place marketing: The growing power of users in social media campaigns. *Place Branding and Public Diplomacy*, 8(4), 285-294.
- Kotler, P., Nebenzahl, I. D., Lebedenko, V., Rainisto, S., Gertner, D., Clifton, R. & Supphellen, M. (2004). Where is place branding heading? *Place branding*, 1(1), 12-35.
- Neveril, Tom (2007) Behavior defines consumers deeper understanding: don't ask people what they think; watch what they do. *Advertising Age*
- Quelch, J., & Jocz, K. (2005). Positioning the nation-state. *Place Branding*, 1(3), 229-237.
- Theodor, L. (1980). Marketing success through differentiation of anything. *Harvard Business review jan-feb*.

As further background reading, you might also find the following books insightful:

- Hoyer, W. D., MacInnis, D. J., & Pieters, R. Consumer Behavior, (2001). *South-Western College Pub*, 5.
- Kotler, P., & Keller, K. (2003). Marketing management, Prentice Hall. *New York*.

### **Online Resources**

- *SWOT analysis and sustainable business planning - An IKEA case study*, in <http://businesscasestudies.co.uk/>
- The Oslo Region Brand Management Strategy. In [http://www.projectosloregion.no/wp-content/uploads/2015/03/ProjectOsloRegion\\_EN.pdf](http://www.projectosloregion.no/wp-content/uploads/2015/03/ProjectOsloRegion_EN.pdf)