### Course Program and Reading List

**School:** Sammy Ofer School of Communications B.A

**Course Description**

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

**Introduction – Week 1-3**


Branding a country versus a city – Week 4-6


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)


Nation and City Branding Online – Week 7-9


Week 10-13 – student presentations

**Semester Bet** – Week 1-3 – Soft Power


Week 4-7 – case studies


Week 8-10 - Methodologies


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 theory based 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


