



Course program and reading list

Semester 2 Year 2023

School: Sammy Ofer School of Communications B.A

Selling Israel: Social Media and Nation Branding

Lecturer:

Prof. Tal Azran tazran@runi.ac.il

| Course No.: | Course Type : | Weekly Hours : | Credit: |
|--------------------|----------------------|-----------------------|----------------|
| 7676 | Seminar | 2 | 2 |

| Course Requirements : | Group Code : | Language: |
|------------------------------|---------------------|------------------|
| Final Paper | 232767600 | English |

Prerequisites

Prerequisite:

4048 - Preparatory Course: Practicing Academic Writing
7026 - Quantitative Research Methods



Course Description

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

1. Marketing countries with a problematic image

Avraham, E. (2009). Marketing and managing nation branding during prolonged crisis: The case of Israel. *Place Branding and Public Diplomacy*, 5(3), 202-212.

Aronczyk, M. (2008). 'Living the Brand': Nationality, Globality, and the Identity Strategies of Nation Branding Consultants. *International journal of communication*, 2, 25.

2. The country as a brand –

Volcic, Z., & Andrejevic, M. (2011). Nation branding in the era of commercial nationalism. *International Journal of Communication*, 5, 21.

Olins, W., & Hildreth, J. (2012). Nation branding: Yesterday, today, and tomorrow. *Destination Brands*, 55.

3. What can countries learn from the Qatari case for efficient branding?

King, J. M. (2008). Nation branding: Coverage and perceptions of Qatar in major world newspapers. In *Estableciendo puentes en una economía global* (p. 50). Escuela Superior de Gestión Comercial y Marketing, ESIC.

Rookwood, J. (2019). Access, security and diplomacy: Perceptions of soft power, nation branding and the organisational challenges facing Qatar's 2022 FIFA World Cup. *Sport, Business and Management: An International Journal*, 9(1), 26–44.

4. The birth of the Brand Israel initiative

Shore, N. (2010). Brand Israel: An analysis of nation branding concepts as they relate to the state of Israel. University of Southern California.

5. The move from public diplomacy to nation branding

Szondi, G. (2008). Public diplomacy and nation branding: Conceptual similarities and differences. Netherlands Institute of International Relations" Clingendael".

6. Nation branding and tourism

Avraham, E. (2018). Nation branding and marketing strategies for combatting tourism crises and stereotypes toward destinations. *Journal of Business Research*.

7. Citizen diplomacy and social media: the Israeli case

Samuel-Azran, T., Ilovici, B., Zari, I., & Geduld, O. (2019). Practicing citizen diplomacy 2.0: "The Hot Dudes and Hummus—Israel's Yummiest" campaign for Israel's branding. *Place Branding and Public Diplomacy*, 15(1), 38-49.

8. Using sport events for nation branding purposes

Dubinsky, Y., & Dzikus, L. (2019). Israel's Strategic and Tactical Use of the 2017 Maccabiah Games for Nation Branding and Public Diplomacy. *Journal of Applied Sport Management*, 9(1).

9. City branding: is it effective?

Crilley, R., & Manor, I. (2020). Un-nation Branding: The Cities of Tel Aviv and Jerusalem in Israeli Soft Power. In *City Diplomacy* (pp. 137-160). Palgrave Macmillan, Cham.

10. Crisis communication

Avraham, E. (2009, May). Public diplomacy, crisis communication strategies and managing nation branding: The Case of Israel. In annual meeting of the International Communication Association, Marriott, Chicago, IL, USA.

11. Place branding: summary and future plans

12. Guest lecture

Kumar, N., & Panda, R. K. (2019). Place branding and place marketing: a contemporary analysis of the literature and usage of terminology. *International Review on Public and Nonprofit Marketing*, 16(2-4), 255-292.

12-13. Presentations



Course Goals

Course Description:

The concept of nation branding sees that countries are increasingly being marketed as brands rather than using public diplomacy strategies. This trend increased in the age of online social networks, where citizens are encouraged to promote their country's brand in what has become to be known as citizen diplomacy. This course will examine relevant theories and case studies with a focus on the Israeli case study.

Course Goals:

The course will give students tools to examine and understand different trends in nation branding with a focus on gaining virality using social media platforms. The course will focus on Israel, a country with a problematic brand image, explaining about this unique category in branding and marketing analyses.

Grading

Assignments and Requirements:

90% seminar paper.

10% presentation

Grade Composition:

90% seminar paper.

10% presentation

Reading List

Bibliography

Acharya, A., & Rahman, Z. (2016). Place branding research: a thematic review and future research agenda. *International Review on Public and Nonprofit Marketing*, 13(3), 289-317.

Fernandez-Crehuet, J. M., Rosales-Salas, J., & Cogollos, S. D. (2019). Country's International Reputation Index. *Corporate Reputation Review*, 1-17.

Kumar, N., & Panda, R. K. (2019). Place branding and place marketing: a contemporary analysis of the literature and usage of terminology. *International Review on Public and Nonprofit Marketing*, 16(2-4), 255-292.

Rey-Alvite, A., & Fernandez-Crehuet, J. M. (2020). Smart Rural: current status of the intelligent, technological, social and sustainable rural development in the European Union. *Innovation: The European Journal of Social Science Research*, 1-23.