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

<table>
<thead>
<tr>
<th>Course No. :</th>
<th>Course Type :</th>
<th>Weekly Hours :</th>
<th>Credit:</th>
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<tr>
<td>7676</td>
<td>Seminar</td>
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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


2. The country as a brand –


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


4. The birth of the Brand Israel initiative


5. The move from public diplomacy to nation branding


6. Nation branding and tourism


7. Citizen diplomacy and social media: the Israeli case
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.

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**Grading**

**Assignments and Requirements:**

90% seminar paper.

10% presentation

**Grade Composition:**

90% seminar paper.

10% presentation

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**Reading List**

**Bibliography**


