FIŞA DISCIPLINEI

1. Date despre program

1.1 Higher education institution	**Babeş-Bolyai University Cluj-Napoca**
1.2 Faculty	**History and Philosophy**
1.3 Departament	**International Studies and Contemporary History**
1.4 Domen of study	**Political Sciences**
1.5 Study cycle	**Master**
1.6 Stud program/ Qualification	**Security management in Contemporary World**

2. Date despre disciplină

2.1 Course name		*Image marketing – on line branding –on line reputation creation and protection*			
2.2 Course		Lect. dr. Bogdan Lucian JORA			
2.3 Seminar		Lect. dr. Bogdan Lucian JORA			
2.4 Year of Study **II**	2.5 Semester **1**	2.6. Evaluation tipe	**Written Exam**	2.7 Subject status	**DS**

3. Estimated time (number of hours for didactic activity)

3.1. Number of hours per week	**2**	3.2. course	**1**	3.3. seminar	**1**
3.4 Total number of hours according with the currcula	**28**	3.5 course	**14**	3.6 seminar	**14**

Time distribution:	ore
Study assisted bylecturing notes, manual, bibliography, teaching notes,	28
Documentation in the library, electonic platform and sources,	28
Seminar work, presentations, projects	28
Tutoriat	7
Examinations	6
Other activities:	

3.7 Total hours of individual study	84
3.8 Total hours per semester	125
3.9 Number of credits	5

4. Precondiţii (if the case)

4.1 of curriculum	• **N/A**
4.2 of competences	• **N/A**

5. Conditions (when is the case))

5.1 For course performance	• **N/A**
5.2 For seminar performance	• **N/A**

6. Specific competences

Professional competences	- Planning and documenting specific activities for intelligence in the digital (on line) environment, - Creating the data base in order to perform intelligence activities on line, - Processing information, with the capacity to apply various methods and techniques with relevance for intelligence activities on line, - Collection, evaluation and drafting and presentation of intelligence data, - Creating specific data bases, monitoring evolution within the politic and economic local and regional and world environment, Identifying and realizing data bases with relevant target groups for image management and branding, - Evaluating specific methodologies and risks connected with brand reputation issues.
Transversal competences	- Interdisciplinary mastering of specific knowledge within the field of Security, Intelligence and Institutional management, - Using data and knowledge in an interdisciplinary manner, - Using trans-disciplinary knowledge and methods to solve typical security related issues, - Solving in a realist manner (with the additional theoretic and practical argumentation) various professional situations, - Drafting professional projects using academically accredited methods, - Using critical land reflexive thinking, - Open, evaluative and reflexive attitude, - Capacity to draft and interpret critically various professional texts, - Capacity to work in a team, - Fundamental knowledge of organisations

7. Objectives (according with the accumulated competences)

7.1 General objective of the course	Familiarizing the students as future experts with various aspects involving image marketing on line, in particular image marketing for institutions, states, local authorities or regions. On line branding, on line reputation, on line image are all nowadays important dimensions of soft power which is an integral part of state security. Like any other fields the field of image marketing on line or on line branding has evolve in the digital area, an area with specific problems, specific approaches with particular needs for expertise.
7.2 Specific objectives	- Familiarizing the students with planning and documenting specific activities for intelligence in the digital (on line) environment

	- Familiarize the students with creating the data bases in order to perform intelligence activities on line - Familiarizing the students with processing information, with the capacity to apply various methods and techniques with relevance for intelligence activities on line - Familiarizing the students with collection, evaluation and drafting and presentation of intelligence data - Familiarizing the students with creating specific data bases, monitoring evolution within the politic and economic, local, regional and world environment - Introducing the students to specific activities such as identifying and realizing data bases with relevant target groups for image management and branding - Familiarizing the students with various evaluation techniques for risks connected with brand reputation issues - Familiarizing the students with the issue of access to quality information and documentation resources -Familiarizing the students with the importance of creating interdisciplinary think thanks involving experts from various fields

8. Contents

8.1 Course	Teaching methods	Observations
1. Concepts and opportunity indicators to be considered in relation with the issue of image marketing, on line reputation and on line branding.	Lecture, debate	
2. Image marketing on line – for a definition	Lecture, debate	
3. The typolog of services for image marketing and branding on line	Lecture, debate	
4. Current challenges of protecting brand reputation in the virtual environment	Lecture, debate	
5. Evaluation of projects meant to protect brand reputation in the virtual environment	Lecture, debate	
6. Visual culture, critical design applied in the virtual image – and the issue of reputation	Lecture, debate	
7. Networks and partnerships for image marketing	Lecture, debate	
8. Items of added value and competitive advantage in campaigns of Public Diplomacy/Cultural Diplomacy in the virtual environment	Lecture, debate	
9. On line image marketing strategy and the issue of Security	Lecture, debate	
10. Brand reputation in the online environment - local development projects	Lecture, debate	
11. Digitization of heritage as security strategy.	Lecture, debate	
12. On line branfing and cultural geopolitics	Lecture, debate	

Bibliography

Anholt, S. (2002), *'Foreword'*, in Journal of Brand Management 9 (4-5), pp. 229-2239.

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Fan, Y. (2006), *'Nation Branding: What is being Branded?'*, in Journal of Vacation Marketing, Vol. 12, Issue 1, pp. 5-14.

Jordan, K., Hauser, J., and Foster, S. (2003). "The Augmented Social Network: Building Identity and Trust into the Next-Generation Internet." May 15, 2003. http://asn.planetwork.net/whitepaper.html.

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Olins, W. (2002), *'Branding the Nation'*, in Journal of Brand Management 9, pp. 241-248.

Szondi, G. (2008), *'Public Diplomacy and Nation Branding: Conceptual Similarities and Differences'*, in Clingendael Discussion Paper in Diplomacy, No. 112,
<http://www.clingendael.nl/publications/2008/20081022_pap_in_dip_nation_branding.pdf>.

Widler, J. (2007), *'Nation Branding: With Pride against Prejudice'*, in Journal of Place Branding and Public Diplomacy 3, pp. 144-150

8.2 Seminar / laborator	Metode de predare	Observații
1. Brand creating online - planning and documentation activities - steps analysis of intelligence	Debates	
2. Data analysis- processing analysis and research methods for public diplomacy actions in the digital environment	Case study	
3. Information reports for on line branding projects –	Case study	
4. The access to resources and relevant informations to create and protect the on line brand reputation	Case study	
5. Identifying relevant target group for branding campaigns	Case study	
6. Realising good practices databases.	Case study	
7. Best practices - protecting brand reputation online	Debates	
8. Image marketing techniques for brand reputation on line	Debates	
9. Case studies – social media platforms and brand reputation	Case study	
10. SWOT analysis as a tool in institutional marketing on line	Debates	
11. Negative publicity as online marketing strategy - approaches / potential risks	Debates,	
12. Documents presentation and analysis	Debates	

Bibliografie

- Dugulan, Diana, Balaure, V., Popescu, Ioana Cecilia, Vegheş, C. (2010). "Cultural Heritage, Natural Resources and Competitiveness of the Travel and Tourism Industry in Central and Eastern European Countries", în Annales Universitatis Apulensis Series Oeconomica, Vol. 12, Nr. 2, pp. 742-748

- Fan, Y. (2006), *'Nation Branding: What is being Branded?'*, in Journal of Vacation Marketing, Vol. 12, Issue 1, pp. 5-14.

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- Kotler, P., Keller, K.L. (2012). Marketing Management, 14th Edition, Pearson Education, Inc., New Jersey

- Mărculeţ, I. (coord.) (2010). Superlativele României. Mică enciclopedie, Editura Meronia, Bucureşti

- Mucchielli, Alex, Arta de a influenţa. Analiza tehnicilor de manipulare, Editura Polirom, Iaşi, 2002.

- Melissen, J. (2005), The New Public Diplomacy: Soft Power in International Relations,Basingstoke: Palgrave Macmillan

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9. Corroborating the contents discipline with the expectations of epistemic community representatives and the representatives of potential employers and practitioners

The discipline was drawn up in accordance with the work in the field, published in the country and abroad:

Topics in the course include issues relevant subject concerns or institutions of national and international scientific conferences, including discussions at the journals nationally and internationally.

To create the content / themes discipline were taken into account:

• The increased number of companies active in the field of online marketing image and implicit cultural services online in Romania.
• The exponential growth of investment and number of sites through which promoted the image of local , regional, national as an act of cultural diplomacy public diplomacy respectively .
• The increased attention to blogs and their activities are directly or indirectly to promote the picture.

• Scarcity of expertise in the various aspects of security and in particular Soft Security.

10. Evaluation

Tip activitate	10.1 Evaluation criterias	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	exam	Written paper/project	50 %

10.5 Seminar/laborator	Writing a report / essay / project involvement in talks	Presentation within the student group	*50%*

10.6 Minimal standards to pass the exam
Minimum requirements for 5 – answers does not contain very serious errors - minimal activity during the semester (participation in activities during the seminar , 70 % attendance at seminars, - description of the problem without capturing its significance.

Completion date

Signature course holder   Signature seminar holder

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Date of approval in the departament   Departament director signiture

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