



CIEE Lisbon, Portugal

Course title:	Place Branding - the Portuguese Case
Course code:	COMM 3002 LILC
Programs offering course:	Language and Culture
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Fall 2020

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 completing this course, students will:

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

None

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

1.	Midterm Exam	25%
2.	Final Project	25%



3.	Oral Presentation	20%
4.	Homework	15%
5.	Class Participation	15%
	TOTAL	100%

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.

Class Participation

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

Attendance



- 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.
- 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;
- All tasks and assignments must be performed as required by the Professor

Weekly Schedule

Week 1

- Class 1.1 Introduction
- What is this class about?
- Course overview
- Class 1.2 Understanding the Place Branding Industry
- Where is place branding heading?
- (Kotler, 2004, pp.12-35)

Week 2

- Class 2.1 Marketing-mix
- Product
- Marketing Success Through
- Differentiation of Anything (Theodor 1980)
- Class 2.2 Communication
- Homework: How does Portugal communicate its place branding?

Week 3

- Class 3.1 Marketing-mix (cont.)
- Interactive Marketing, Social Media, and CRM
- The social revolution of place marketing: The growing power of users in social media campaigns (Ketter 2012, pp. 285-294)
- Class 3.2 Price and Distribution

Week 4

- Class 4.1 Competitive Dynamics



Analysis of the sector of activity

- PEST and SWOT models SWOT analysis and sustainable business planning - An IKEA case study

Class 4.2 Competitive Dynamics (cont.)

Analysis of the sector of activity: PORTER and ANSOFF models

Week 5

Class 5.1 Segmentation, Targeting and Positioning

Segmentation and targeting

Class 5.2 Brand Positioning

Positioning the nation-state (Quelch 2005, pp. 229-237)

Week 6

Class 6.1 Brand Management

Branding

The Oslo Region Brand Management Strategy

Class 6.2 Midterm Exam

Week 7

Class 7.1 Consumer Behavior

Choices & Decisions

Behavior Defines Consumers (Neveril 2007)

Class 7.2 Social Influences

Week 8

Class 8.1 Strategic Decisions

Relationship Marketing

Relationship marketing of services—growing interest, emerging perspectives (Berry, 1995, pp. 236-245)

Class 8.2 Strategic Marketing Plans

Week 9



Class 9.1 Field Experience

Fieldtrips to a Portuguese Museum

Class 9.2 Fieldtrip Group Analysis

Homework: SWOT analysis of the visited museum

Week 10

Class 10.1 Place Branding Project Support

Guest speaker (awaiting confirmation)

Class 10.2 Progress Review

Progress review for final projects

Week 11

Class 11.1 Place Branding Project Presentations

Progress review for final projects

Class 11.2 Project Presentations

Project presentations and report Part 1

Week 12

Class 12.1 Place Branding Project Presentations

Project presentations and report Part 2

Class 12.2 Project Presentations

Summing up and discussion of course topics

Course Materials

Readings

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). SouthWestern 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/wpcontent/uploads/2015/03/ProjectOsloRegion_EN.pdf