COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMIC, BUSINESS AND INTERNATIONAL STUDIES
DEPARTMENT	TOURISM STUDIES
LEVEL OF STUDY	UNDERGRADUATE

COURSE UNIT CODE	TSK701	**SEMESTER**	7th

COURSE TITLE	TOURISM DESTINATION AND BUSINESS BRANDING (BRAND MANAGEMENT)

INDEPENDENT TEACHING ACTIVITIES *in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHNG HOURS**	**CREDITS**
Lectures	3	6
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4		

COURSE TYPE *Background knowledge, Scientific expertise, General Knowledge, Skills Development*	SCIENTIFIC EXPERTISE
PREREQUISITE COURSES:	NO
LANGUAGE OF INSTRUCTION:	GREEK
LANGUAGE OF EXAMINATION/ASSESSMENT:	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES
COURSE WEBSITE (URL)	

(2) LEARNING OUTCOMES

Learning Outcomes
The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.
It is necessary to consult:
APPENDIX A
- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*
APPENDIX B
- *Guidelines for writing Learning Outcomes*

The course aims to analyse and discuss the concept, management and impact of branding within the context of tourism organisations and destinations. The course pays equal attention about branding in both contexts.
With the completion of the course, the students will be able to:
-        Identify and develop the basic elements of branding such as brand name, logo, symbols, brand philosophy
-        create an effective brand strategy for tourism organisations and destinations
-        develop a brand identity in accordance with sustainability and responsible goals within the tourism industry
-        classify and appraise the frameworks and models for analysing and monitoring the brand image and identity of a tourism organization and/or destination
-        associate the role and impact of brand on consumer behaviour, and so, on service quality and organizational performance
-        design effective human resource strategies for materializing organizational branding strategies
-        manage and monitor the brands in the online and social media world
-        evaluate the conditions, advantages and disadvantages of participating in international brand networks for promoting and strengthening the brand of a tourism organization and/or destination

Ability to search, analyse and connect data and information by using technologies and databases
Decision making
Working independently
Team working
Conduct multi-disciplinary and cross-disciplinary research
Design and implementation of research projects
Respect on diversity and variety
Demonstration of social, professional and ethical responsibility and sensitivity while conducting research
Critical thinking and self-criticism
Free, creative and deductive thinking
Collection, analysis and interpretation of primary data for decision-making

(3) COURSE CONTENT

1. Brand concept
2. Brand elements: types and design
3. Brand equity: concept and measurement
4. Branding and consumer behaviour
5. Design and structure of brand architecture in tourism
6. Branding and social media
7. Branding and influencers
8. Story telling and branding
9. Strategies and types of brand extensions
10. Internationalisation strategies for branding

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY *Face-to-face, in-class lecturing, distance teaching and distance learning etc.*	Face-to-face
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY *Use of ICT in teaching, Laboratory Education, Communication with students*	Information and communication technologies are used for: - Supporting lectures, e.g. power point, video projections - Watching educational videos - Live streaming of guest speakers all over the globe - Learning material uploaded on the course website - Students using and searching the internet for identifying learning material - Students using the internet for co-creating and monitoring the brand reputation and image of an organization Use of ICT in the Communication with students: -Digital Platform of the module (e-class) for exchanging messages, uploading relevant announcements -E-mail exchange

COURSE DESIGN *Description of teaching techniques, practices and methods:* *Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.* *The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.*		

Activity/Method	Semester workload
Lectures	39
Essay writing	40
Self-directed study of the relevant literature	59
Exams	2
Total	**150**

STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS *Detailed description of the evaluation procedures:* *Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other……etc.* *Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.*	Language of evaluation: Greek The course assessment includes: - Individual project, 30% of course grade - Final written exams - 70% of course grade

(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

Almeyda-Ibáñez, M., & George, B. P. (2017). The evolution of destination branding: A review of branding literature in tourism. Journal of Tourism, Heritage & Services Marketing (JTHSM), 3(1), 9-17.
Buhalis, D., & Inversini, A. (2014). Tourism branding, identity, reputation co-creation, and word-of-mouth in the age of social media. In Tourism management, marketing, and development (pp. 15-40). Palgrave Macmillan, New York.
Cai, L., Gartner, W. C., & Munar, A. M. (Eds.). (2009). Tourism branding: communities in action. Emerald Group Publishing.
Harish, R. (2010). Brand architecture in tourism branding: the way forward for India. Journal of Indian Business Research.
Kolb, B. (2017). Tourism marketing for cities and towns: Using social media and branding to attract tourists. Routledge.
Mandagi, D. W., & Centeno, D. D. (2021). Brand gestalt scale development and validation: A takeoff from tourism destination branding. Journal of Destination Marketing & Management, 19, 100539.
Moro, S., & Rita, P. (2018). Brand strategies

- Relevant academic Journals:

- Annals of Tourism Research
- Journal of Hospitality and Tourism Research
- Journal of Hospitality & Tourism Marketing
- Journal of Hospitality & Tourism Management
- Journal of Brand Marketing

- Journal of Product & Brand Management
- Tourism Management Perspectives
- International Journal of Tourism Research
- Tourism Review
- International Journal of Hospitality Management
Journal of Hospitality Marketing and Management