

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC413	SEMESTER OF STUDY	4 TH
COURSE TITLE	MANAGEMENT OF CORPORATE IMAGE AND BRANDING.		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
		Lectures	2
		<i>Total</i>	2
			3
COURSE UNIT TYPE	Compulsory, Special Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/enrol/index.php?id=88		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of the course is to familiarize students with the concepts of corporate identity, image, reputation and culture. Moreover, students will be introduced to the basic principles of branding. Effective strategies for building strong brands and corporate identities will also be presented to them.</p> <p>On successful completion of this module the learner will be able to:</p> <ol style="list-style-type: none"> 1. Distinguish the concepts between corporate identity, image and reputation. 2. Design corporate missions and visions for businesses or organizations. 3. Outline reputation management plans. 4. Asses and formulate effective image restoration strategies for companies or brands facing a crisis. 5. Measure a brand's equity and value.
General Skills
<ul style="list-style-type: none"> - Decision making - Free, creative and inductive thinking. - Adaptation in new situations

3. COURSE CONTENTS

<p>The course covers topics such as:</p> <ul style="list-style-type: none"> - Corporate identity, image, reputation and their interrelations. - Corporate mission and vision. - Antecedents of public perceptions of a firm's/brand's image and reputation. - Formation and enhancement of the image of a firm or a brand. - Image restoration strategies. - Principles of branding. - Various branding strategies. - Brand equity and brand value.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	Method description	Semester Workload
	Lectures	26
	Personal Study	49
	Total Work Load	75
ASSESSMENT METHODS	End of Semester Formal Examination (100%): - Short answer questions - Essay questions	

5. RESOURCES

- Recommended Book Resources:

- Kapferer, J.N. (2012). *The New Strategic Brand Management: Advanced Insights And Strategic Thinking.*, Kogan Page.
- Cornelissen, J. (2008), *Corporate Communication: A Guide to Theory and Practice*, (2nd Edition), Sage Publication, Ltd.
- Balmer, J. & Greyser, S. (2003), *Revealing the Corporation*, Routledge, New York.
- Joachimsthaler, E., Aaker, D. A., Quelch, J., Kenny, D., Vishwanath, V., & Jonathan, M. (1999), *Harvard Business Review on Brand Management (Vol. 4)*, Harvard Business Press.
- Olins, W. (1990), *Corporate Identity: Making Business Strategy Visible Through Design*, Boston: Harvard Business School Press.
- Olins, W. (1995), *The New Guide to Identity*, Aldershot: Gower.
- Milios, A. (2006), *Corporate Identity and Image*, Stamoulis Publishing, Athens (in Greek).
- Papatriantafyllou, G. (2011), *Corporate Image*, Stamoulis Publishing, Athens (in Greek).

- Recommended Article/Paper Resources:

- Abratt, R., & Kleyn, N. (2012), *Corporate Identity, Corporate Branding and Corporate Reputations: Reconciliation and Integration*, *European Journal of Marketing*, Vol. 46, Nos. 7/8, pp. 1048-1063.
- Fetscherin, M., & Usunier, J. C. (2012), *Corporate Branding: An Interdisciplinary Literature Review*, *European Journal of Marketing*, Vol. 46, No. 5, pp. 733-753.
- M'zungu, S. D., Merrilees, B., & Miller, D. (2010), *Brand Management to Protect Brand Equity: A Conceptual Model*, *Journal of Brand Management*, Vol. 17, No. 8, pp. 605-617.
- Melewar, T.C. and Karaosmanoglu, E. (2006), "Seven Dimensions of Corporate Identity: A Categorisation From the Practitioners' Perspectives", *European Journal of Marketing*, Vol. 40 No. 7/8, pp. 846-869.
- Balmer, J.M.T. (2001a), *The Three Virtues and Seven Deadly Sins of Corporate Brand Management*, *Journal of General Management*, Vol. 27 No. 1, pp. 1-17.
- Sadri, G. and Lees, B. (2001), *Developing Corporate Culture as Competitive Advantage*, *Journal of Management Development*, Vol. 20, No.10, pp. 853-859.
- Urde, M. (2003), *Core Value-Based Corporate Branding*, *European Journal of Marketing*, Vol. 37, No. 7/8, pp. 1017-1040.
- Collins, J.C. and Porras, J.I. (2007), *Building Your Company's Vision*, *Harvard Business Review*, pp.3-11.
- Gotsi, M. and Wilson, A. (2001), *Corporate Reputation Management: Living the Brand*, *Management Décisions*, Vol. 39, No. 2, pp. 99-104.
- Henderson, P.W. and Cote, J.A. (1998), *Guidelines for Selecting or Modifying Logos*, *Journal of Marketing*, Vol. 62, No. 2, pp. 14-30.

- *Muzellec, L. and Lambkin, M. (2006), Corporate Rebranding: Destroying, Transferring or Creating Brand Equity?, European Journal of Marketing, Vol. 40, Nos. 7/8, pp. 803-824.*
- *Van de Bosch, A., de Jong, M. & Fliving, W.(2006), The Impact of Organizational Characteristics on Corporate Visual Identity, European Journal of Marketing, Vol. 40, Nos. 7/8, pp. 870-885.*
- *Van de Bosch, A., de Jong, M. & Fliving, W.(2005), How Corporate Visual Identity Supports Reputation, Corporate Communications: An International Journal, Vol. 10, No. 2, pp. 108-116.*