



The Leon Recanati Graduate School of Business Administration

1231.3945.01 – Non-Product Branding: Nations and Places
First Semester 2024

Section	Day	Hour	Exam date	Lecturer	Email	Telephone
	Sunday	18:45-21:30		Ido Aharoni	idoaronoff@gmail.com ido.aharoni@nyu.edu	050-620-3126

Teaching Assistant (TA): **N/A**

Office Hours: **0506203126 (Israel cell)**

Course Units

1 course unit = 4 ECTS units

The ECTS (European Credit Transfer and Accumulation System) is a framework defined by the European Commission to allow for unified recognition of student academic achievements from different countries.

Course Description

This course aims to introduce students to the fundamental concepts and principles of non-product branding in the context of managing the reputation and performance of places, cities, regions and countries.

The course will explore key concepts and terminology in the following fields: public diplomacy, marketing, nation branding and place positioning with a strong emphasis on the economic value of places as brands .

Through several case studies and real-life examples, the class will examine the rise of nation branding and how the information revolution has brought about a fundamental paradigm shift that has affected the goals and methods of traditional policy making, diplomacy and marketing .

The course will explore, from a practitioner's point of view, the impact this revolution has had on the core practice of diplomacy, how places present themselves, manage their reputation and handle crises .

The course does not assume any specific previous knowledge of non-product branding. A general familiarity with the idea of places as brands should be a sufficient foundation.

The course is divided into 5 sessions. It'll serve as an intensive introduction through lectures, case studies, term paper and presentations .

Each session will explore a different dimension of the subject matter and will provide a practical model for non-product branding.

Course Objectives

1. Introduction to the fundamental concepts and principles of the Branding and marketing of non-products (ideas, places, etc.)
2. Ability to construct long-term strategy for places.
3. Ability to analyze the effectiveness of marketing efforts for places.
4. Ability to deploy and utilize the R-SWIM toolkit

Evaluation of Student and Composition of Grade

Percentage	Assignment	Date	Group Size/Comments
80%	Course Paper	Session 5	
20%	Class Participation and assignments	Sessions 1-5	

* According to University regulations, participation in all classes of a course is mandatory (Article 5).

* Students who absent themselves from classes or do not actively participate in class may be removed from the course at the discretion of the lecturer. (Students remain financially liable for the course even if they are removed.)

Course Assignments

Your course assignment will consist of 2,500 words written term paper (an accompanying slide deck of not more than 15-20 slides, is optional) on the topic of **'Place Branding Model: An Analysis of a Specific Place'**.

Students will be assigned a specific site in Israel for the analysis. The written project is meant to assess the student's creativity and innovative abilities in the areas of public diplomacy and place branding. Student are expected to understand the material covered in class, apply their understanding and analyze one case as assigned. The written assignment should provide a detailed and comprehensive reflection of class material concerning all aspects of the course.

Frontal presentations are used as a method to assess understanding of the content, ability to organize and structure material. Presentations will also serve as a basis for class discussion. **Student will be given several minutes each to verbally present their term paper or presentation (the exact amount will be determined by the number of students attending the class).** Students may use audio-visual accessories for their presentations. Videos should be used only if critical to the understanding of the paper. The purpose of the presentation is not to examine the students' presentational skills.

Recommended structure for the written assignments:

- General (succinct summary of your paper, equivalent of abstract in longer papers)
- Introduction (goals of paper, methodology used, reference to the general context)
- Discussion (results of your inquiry, your own thoughts, reliance on class material)
- Conclusion (succinct reference to the main findings)
- Bibliography list

Students will submit a summary of their reading materials as requested. The report will include a succinct summary of the list of articles prior to each session.

Final paper will be submitted two weeks after the last class.

Grading Policy

In the 2008/9 academic year the faculty instituted a grading policy for all graduate level courses that aims to maintain a certain level of the final course grade. Accordingly, this policy will be applied to this course's final grades.

Additional information regarding this policy can be found on the Faculty website.

<https://coller.tau.ac.il/MBA-students/programs/2018-19/MBA/regulations/exams>

Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey to evaluate the instructor and the course, to provide feedback for the benefit of the students, the teachers and the university.

Course Site (Moodle)

The course site will be the primary tool to communicate messages and material to students. You should check the course site regularly for information on classes, assignments and exams, at the end of the course as well.

Course material will be available on the course site.

Please note that topics that are not covered in the course material but are discussed in class are considered integral to the course and may be tested in examinations.

Course Outline*

Day	Date	Topic(s)	Submissions	Comments
1	Feb 4	Introduction to non-product branding: Key Terminology		
2	Feb 25	Nation Branding and public diplomacy, social & psychological theory		
3	March 3	R-SWIM: Introduction		
4	March 10	The Information Revolution and the Case of Israel		
5	March 17	Paper Presentations & Class Discussions	Term paper	

*Subject to change

Required Reading

Godin, Seth; "Purple Cow: Transform Your Business by Being Remarkable"; Portfolio, 2003.

Porter, Michael E.: "The Competitive Advantage of Nations"; Harvard Business School, 1990;
<https://hbr.org/1990/03/the-competitive-advantage-of-nations>

Dinnie, Keith; "Nation Branding: Concepts, Issues, Practice", Elsevier-BH, Burlington, MA, 2008. (pages 14 – 31).

Greenberg, Miriam; "The Branding of New York: How a city in crisis was sold to the world", Routledge, Taylor & Francis Group, New York & London, 2008.

Nye, Joseph; "Soft Power and American Foreign Policy", Political Science Quarterly, June 22nd, 2004.

Recommended Reading

Nye, Joseph; "Soft Power: The Means to Success in World Politics"; BBS Public Affairs, New York, 2004

Hayden, Craig; "Soft Power and the Open Source: Ethics of Public Diplomacy 2.0", Jan 7, 2009, In:
http://uscpublicdiplomacy.com/index.php/newswire/cpdblog_detail/soft_power_and_the_open_source_ethics_of_public_diplomacy_20/

Booth, William; "Baseball Diplomacy: Cal Ripken Jr. in Nicaragua", The Washington Post, Sunday, November 16, 2008

Boot, Max; "An Outmoded Framework for Diplomacy", Council on Foreign Relations, New York, NY ,

Thomas, Cal; Beckel, Bob; "Common Ground: How to Stop the Partisan War That Is Destroying America", Harper Collins, 2007.

Olins, Wally: "Wally Olins on Brand"; Thames & Hudson, 2005

Aaker, David and Joachimsthaler, Erich: "Brand Leadership"; The Free Press, 2000

Aaker, David; "Building Strong Brands"; The free Press, 1996

Farris, Paul; Bendle, Neil; Pfeifer, Phillip; Reibstein, David: "Marketing Metrics (Second Edition)"; Pearson Education Inc., 2010

Neumeier, Marty; "The Brand gap: How to Bridge the Distance Between Business Strategy and Design"; AIGA, 2006

Riesenback, Hajo; Perrey Jesko; "Power Brands: Measuring, Making and Managing Brand Success", Wiley-VCH Verlag GmbH & Co. KGaA, Weinheim, 2009.

Gilmore, Fiona (Ed); "Brand Warriors: Corporate Leaders Share Their Winning Strategies", Harper Collins Business, London, 1999.

Reis, Al & Laura; "The Origin of Brands", Harper Collins Business, New York, 2005.

McKenna, Regis; "Total Access: Giving Customers What They Want in an Anytime, Anywhere World", Harvard Business School Press, 2002.

Lindstrom, Martin; "Brand Sense: Build Powerful Brands Through Touch, Taste, Smell, Sight and Sound"; Free Press, 2005.

Amichay, Gideon: "No, No, No, No, No, Yes"; 2013: <http://nonononoyes.com/book/>

Goffman, Erving; "The Presentation of Self in Everyday Life", Doubleday Anchor Books, Doubleday & Company, Garden City, New York, 1959.

de Bono, Edward; "Lateral Thinking - Creativity Step by Step", Harper Collins Publishers, 1970

Veblen, Thorstein; "The Theory of the Leisure Class"; Penguin Books, 1967

Tversky, Amos and Kahneman, Daniel: "Rational Choice and the Framing of Decisions"; the Journal of Business; Vol. 59, No. 4, Part 2: The Behavioral Foundations of Economic Theory (Oct., 1986), pp. S251-S278

Gardner, Howard and Davis, Katie: "The App Generation: How Today's Youth Navigate Identity, Intimacy, and Imagination in a Digital World"; Yale University Press, 2013

McQuail, Denis; "Mass Communication Theory", 4th edition, Sage, 2000

Bar-Tal Daniel and Antebi Dikla, "Siege Mentality in Israel", International Journal of Intercultural Relations, Vol. 16, Pergamon Press Ltd. 1992, p.251

Briggs, Asa; "A Social History of the Media: From Gutenberg to the Internet", "

Postman, Neil; "Amusing Ourselves to Death: Public Discourse in the Age of Show Business", 1985

Rapaille, G. C.; "The Culture Code: An Ingenious Way to Understand Why People Around the World Live and Buy as They Do", "

Jung, C.; "Collected Works of C. G. Jung", Vol. 9, Part 1, 2nd ed., Princeton University Press, 1968. 451 p. (p. 3-41).

Morgan, Nigel; Pritchard, Annette and Pride, Roger: "Destination Branding: Creating the Unique Destination Proposition"; Elsevier, 2010

Van-Gelder, Sicco and Roberts, Hugh; "Branding Brings a Place to Life", Branding Magazine, Issue 63, October-December 2007 [www.placebrands.net]

Daniel A. Bell & Avner de-Shalit: "The Spirit of Cities: Why the Identity of a City Matters in a Global Age"; Princeton, 2011

Rosendorf, Neal: "Franco Sells Spain to America: Hollywood, Tourism and Public Relations as Postwar Spanish Soft Power"; Palgrave Macmillan, 2014

Jaffe, Eugene; Nevenzel, Israel; "National Image & Competitive Advantage", Bar Ilan University, 2006

Kotler, Phillip and Gertner, David; "Country as Brand, Product, and Beyond: A Place Marketing and Brand Management Perspective" , Journal of Brand Management , Vol. 9 , pp. 249 –261 (2002).

Berman, Marshall: "On the Town: One Hundred Years of Spectacle in Times Square"; Random House, 2006

Sassen, Saskia; The Global City: New York, London, Tokyo (Princeton: Princeton University Press, 1991) 1st ed.

How Has Breaking Bad Affected New Mexico's Economy, Journalism Innovation and Collaboration Lab at the University of New Mexico (May 23rd, 2015):

<http://www.newmexiconewsport.com/how-has-breaking-bad-affected-new-mexicos-economy/>

'Breaking Bad' and Albuquerque: One year later, Market Place (September 29th, 2014):

<http://www.marketplace.org/2014/09/29/economy/screen-wars/breaking-bad-and-albuquerque-one-year-later>

Pariser, Eli: "The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think"; Penguin, 2011

Mainwaring, Simon: "We First: How Brands and Consumers Use Social Media to Build a Better World"; Palgrave MacMillan, 2011

Garreau, Joel: "The Radical Evolution"; Doubleday, 2004

Alasuutari, Pretti (ed.): "Rethinking the Media Audience: The New Agenda"; Sage Publications, 1999

Sassen, Saskia: *Globalization and its discontents. Essays on the New Mobility of People and Money* (New York: New Press, 1998)

Friedman, Thomas: "The World Is Flat: A Brief History of the Twenty-First Century "; Farrar, Straus and Giroux; 2005

Huntington, Samuel, P.; "The Clash of Civilizations", Shalem Center, Jerusalem, 2003

Florida, Richard: "The Rise of the Creative Class--Revisited: Revised and Expanded"; Basic Books, 2014

Florida, Richard: "Who's Your City? How the Creative Economy Is Making Where to Live the Most Important

Jill, Ph.D. Avery (Author), Sharon, Ph.D. Beatty (Contributor), Morris B. Holbrook (Contributor), Robert V., Ph.D. Kozinets (Contributor), Banwari Mittal (Contributor): “Consumer Behavior: Human Pursuit of Happiness in the World of Goods”; 2009

Kozinets, Robert V. (Author); “NETNOGRAPHY: DOING ETHNOGRAPHIC RESEARCH ONLINE”; 2010

Caroline Heldman (Author); “Protest Politics in the Marketplace: Consumer Activism in the Corporate Age”; 2017

Louis Hyman (Editor), Joseph Tohill (Editor); “Shopping for Change: Consumer Activism and the Possibilities of Purchasing Power”; 2017

Matthew Hilton (Author); “Prosperity for All: Consumer Activism in an Era of Globalization”; 2009

Kathy M. Newman (Author); “Radio Active: Advertising and Consumer Activism, 1935-1947” First Edition, 2004

Lawrence B. Glickman; “Buying Power: A History of Consumer Activism in America”; 2009

Selected Films & TV Shows:

The Da Ali G Show, Channel 4 (2000)

Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan, 21st Century Fox (2006)

Borat National Anthem:

https://www.youtube.com/watch?v=TUNxdG_4DqI

<https://www.youtube.com/watch?v=ZLa65o1nok8>

https://www.youtube.com/watch?v=ePQ9_re7f1A

CURB YOUR ENTHUSIASM SEASON 8 EPISODE 3: PALESTINIAN CHICKEN (2011):

<http://putlockers.ch/watch-curb-your-enthusiasm-tvshow-season-8-episode-3-online-free-putlocker.html>

Breaking Bad (2008 – 2013) Sony Pictures/AMC

Albuquerque tour: <https://www.youtube.com/watch?v=YrBW-4NsYr0>

Tourist RV: <https://www.youtube.com/watch?v=Kdw-Zz3yAA4>

Narcos (2015 – Present) Netflix

Pablo Escobar tour: <http://www.travelswithdarley.com/pablo-escobar-tour-medellin-colombia/>

PRI on Narcos and the place’s image: <http://www.pri.org/stories/2015-12-15/colombia-may-have-great-places-visit-narcos-isnt-helping-its-image>

Vicky Cristina Barcelona (2008)

Casablanca (1942)

Midnight Express (1978)

Mean Streets (1973)

Our Brand is Crisis (2015)

What Happens in Vegas (2008)

Selected Websites:

Best Global Brands by Interbrand:

<https://interbrand.com/best-brands/>

Best Countries Index by U.S. World & News:

<https://www.usnews.com/news/best-countries/overall-rankings>

World Happiness Report by Gallup & the United Nations Sustainable Development Solutions Network:

<https://worldhappiness.report/ed/2020/>

Theory:

Placebrands:

<http://placesbrands.com/>

BAV Group - Brand Asset Valuator:

<https://www.bavgroup.com/about-bav/brandassetr-valuator>

Lovemarks Theory:

<https://www.brandingstrategyinsider.com/brand-strategy-and-the-lovemarks-theory/>

<http://www.saatchikevin.com/lovemarks/future-beyond-brands/>

Nations as Brands:

East-West Nation Branding Index:

<https://eastwestcoms.com/global.htm>

Anholt - The Good Country Index:

<https://www.goodcountry.org/index/about-the-index/>

Places Journal:

<https://placesjournal.org/about-places-journal/>

Place Branding & Public Diplomacy Journal:

<http://www.palgrave-journals.com/pb/index.html>

The Branding Journal:

<https://www.thebrandingjournal.com/>

Viral Marketing:

Casey Neistat Vlog

Vietnam: <https://www.youtube.com/watch?v=hQa4GouJYA4>

Vacation spot: <https://www.youtube.com/watch?v=Pw07OzQG4Nc>

SS+K

<https://www.ssk.com/>

Honest Tea:

<https://www.youtube.com/watch?v=WIGBR2DL0t4>

<https://www.youtube.com/watch?v=21d7sOyVGKg>

https://www.ispot.tv/ad/Ad_9/honest-tea-honest-world

Droga5

<http://www.droga5.com/>

<https://www.youtube.com/watch?v=WV394MpPfxk>

<https://www.youtube.com/watch?v=43VD78RIYIk>

Hayden5

First Moon Party: <https://www.youtube.com/watch?v=NEcZmT0fiNM>

D&AD

The Old Spice Guy:

<http://www.dandad.org/en/d-ad-old-spice-case-study-insights/>

DBD International

What is Branding?

<https://www.youtube.com/watch?v=uaGotppPsCs&feature=youtu.be>

Daniel Sole

Brooklyn Episodes: <http://animalnewyork.com/2015/this-street-art-parody-is-dead-on/>

Molson Beer

I am a Canadian: https://www.youtube.com/watch?v=pASE_TgeVg8

I am not a Canadian: <https://www.youtube.com/watch?v=TncdhLGjFTE>

Canada commercials: https://www.youtube.com/watch?v=up0i0G_y05A

William Shatner: <https://www.youtube.com/watch?v=AOnQROgk1IM>

