

DESTINATION AND BUSINESS BRAND MANAGEMENT

COURSE OUTLINE

1. GENERAL			
SCHOOL	School of Management and Economics		
ACADEMIC UNIT	Department of Business Administration and Tourism		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	0800.7.001.0	SEMESTER	2nd
COURSE TITLE	Destination and Business Brand Management		
INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course	WEEKLY TEACHING HOURS	CREDITS	
	0	6	
Total	0	6	
COURSE TYPE general background, special background, specialised general knowledge, skills development			
PREREQUISITE COURSES	None		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	English		
OFFERED TO ERASMUS STUDENTS	Yes (in English)		
COURSE WEBSITE (URL)	https://eclass.hmu.gr/courses/BAT273/		
2. LEARNING OUTCOMES			
Learning outcomes			
The successful completion of the course reflects students'...			
knowledge to: • conceptually define the concept of branding (LO1); • understand the importance of identifying the identity and alternative branding plans adequate for tourism businesses and tourist destinations (LO2).			
skills to: • evaluate the role of Destination Management Organizations for destination brand management strategies (LO3); • critically analyze various branding strategies and plans developed by businesses and destinations (LO4).			
competency to: • design and implement branding plans adequate tourism businesses and destinations (LO5).			
General Competences			
• Research, analysis and synthesis of data and information using the necessary technologies • Decision-making • Autonomous work • Teamwork • Working in an international environment • Presentation, self-development and leading skills			

3. SYLLABUS

- Conceptual delimitation and basic concepts in branding (brand, brand name, logo, trademark, slogan, character, packaging, jingles, brand identity, brand image, brand personality, brand loyalty, brand equity, brand awareness, brand positioning)
- The role and importance of brand identity
- Management and promotion of brand identity
- Tourist destinations
- Destination Marketing Management Organizations
- Identity management of tourist destinations
- The identity of Greece - visual representations and symbols
- Case studies from tourist businesses and destinations

#	Topic	Study material	LO	Action
1	The concept of the brand	In Greek: Kapferer, J.N.: Κεφ. 1-2 Video: What is a brand? https://www.youtube.com/watch?v=sQLIPC_alT8	LO1	Debrief
2	Conceptual delimitation & basic concepts in branding & destination branding	In Greek: Kapferer, J.N.: Κεφ. 1-4 Video: What is branding? https://www.youtube.com/watch?v=JKIAOZZritk	LO1	Prof.Kavaratzis workshop
3		In Greek: Kapferer, J.N.: Κεφ. 1-4 Video: What is branding? https://www.youtube.com/watch?v=dpZfNNYUZEcy	LO1	CAVO SIDERO
4	The role and importance of corporate identity	In Greek: Μήλιος, Α.: Κεφ. 1 Video: What is brand identity? https://www.youtube.com/watch?v=TQYXH3MQhdY	LO1 LO2	CAVO SIDERO
5	Management and promotion of corporate identity	In Greek: Μήλιος, Α.: Κεφ. 2 Kapferer, J.N.: Κεφ. 7 Video: How to build brand identity https://www.youtube.com/watch?v=Me3MLxGDPXc	LO1 LO2	Q2 Project feedback
6	Destinations & destination brands	In Greek: Fletcher et al.: Κεφ. 6 Video: Tourism Destinations https://www.youtube.com/watch?v=uxRGyQYxMmo	LO3	Q2
7	Destination Marketing Management Organizations	Teacher's notes; Pike Video: Destination Marketing Organizations https://www.youtube.com/watch?v=8CzJ1h5V0Po	LO3	Q3
8	Destinations and place identity	In Greek: Δέφνερ, Α., Καραχάλης, Ν.: Ενότητα 1 Video: Introduction to Destination Marketing: Destination Branding https://www.youtube.com/watch?v=Mlv_finWfd8	LO3	Q4 Project deadline
9	Identity of Greece – visual representations and symbols	Teacher's Notes; PhD Thesis: Βάζου, Ε. Video: All you want is Greece https://www.youtube.com/watch?v=eMF5K4UC9B4	LO3	
10	Branding strategies and plans	Morgan et al.; In Greek: Δέφνερ, Α., Καραχάλης, Ν.: Ενότητα 3 Video: How to write a Brand Strategy or Plan? https://www.youtube.com/watch?v=a00UCpy4-FA	LO2 LO5	
11	Case studies	In Greek: Μήλιος, Α.: Κεφ. 8-10 Notes Video: AEGEAN, a new brand vision https://www.youtube.com/watch?v=VYDlfdPpFhM	LO4 LO5	
12	Student presentations		LO4 LO5	Project presentations
13	Recap			Role Playing Case

4. TEACHING and LEARNING METHODS - EVALUATION		
DELIVERY Face-to-face, Distance learning, etc.	In-class Face-to-Face, occasionally hybrid or online	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	projector, internet, PPT, video, e-class	
TEACHING METHODS The manner and methods of teaching are described in detail.	Activity	Semester workload
	Course total	
STUDENT PERFORMANCE EVALUATION Description of the evaluation procedure	1. Presentation of an individual project (30%) in class 2. Report of an individual project (30%) 3. In-class exercises and case studies (40%)	

5. ATTACHED BIBLIOGRAPHY
-Suggested Bibliography: • Kladou, S. and Usakli, A. (eds.) (2025). <i>Understanding Destination and Place Branding</i>. Edward Elgar Publishing Limited. • Pike, S. (2020). <i>Destination Marketing: Essentials</i> (3rd ed.). Routledge. https://doi.org/10.4324/9781003032205 • Morgan, N., Pride, R. & Pritchard, A. (2009). <i>Destination Branding Revised: Creating the unique destination proposition</i> (2nd edition). • Ashworth, G. and Kavaratzis, M. (Eds.) (2010), <i>Towards Effective Place Brand Management. Branding European Cities and Regions</i>. Cheltenham: Edward Elgar Publishing Limited. • Bayraktar, A. and Uslay, C. (2017), <i>Strategic Place Branding. Methodologies and Theory for Tourist Attraction</i>, Hershey: IGI Global. • Kolb, B. (2006), <i>Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourists</i>, Butterworth-Heinemann. • Kozak, M. and Baloglu, S. (2011,) <i>Managing and Marketing Tourist Destinations: Strategies to Gain a Competitive Edge</i>, Oxon: Routledge • World Tourism Organization (2007), <i>A Practical Guide to Tourism Destination Management</i>, Madrid: WTO. - Academic Journals: • Journal of Destination Marketing & Management • Journal of Place Branding and Public Diplomacy

