

## **COURSE SYLLABUS**

### **PUR 4932: Nation Branding**

Summer 2024

**Instructor:** Luna P. Gonzalez, Department of Public Relations

**Course Time & Location:** Online, Tuesday 12:30~4:45pm ; Thursday 2~4:45pm

**Contact:** [lpittetgonzalez@ufl.edu](mailto:lpittetgonzalez@ufl.edu) or via text at +1.352.359.5935

**Office Hours:** Office hours are held via Zoom by scheduled appointment.

### **Course Overview:**

In today's global market, the image and reputation of nations are as critical as those of corporations. Nation branding profoundly shapes how countries are perceived and compete internationally. A strong national brand enhances tourism, boosts exports, and attracts foreign investment. This course dives into the strategic elements of nation branding, exploring how strategic communication influences national images to attract tourism, investment, and international respect.

Throughout the course, you'll engage with real-time case studies, participate in simulations, and critically analyze contemporary branding campaigns. This hands-on approach addresses the latest challenges in nation branding, providing a dynamic and practical learning experience.

The curriculum includes practical assignments that allow you to develop complete nation branding strategies, critically assess existing national images, and propose strategic improvements. These projects will deepen your understanding of effective nation branding and help you build a robust portfolio showcasing your strategic thinking and branding skills.

Whether you aim to work in international communications, diplomacy, cultural promotion, or tourism, this course will equip you with the necessary skills and insights to excel in the field of nation branding.

## Required Materials:

We do not have a specific textbook for this course. As the course is held online via Zoom, having access to a computer or tablet with an internet connection, working microphone and camera is required.

Suggested Reading:

Dinnie, K. (2015). *Nation branding: Concepts, issues, practice*. Routledge.

## Course Objectives:

In this class, students will master the basic strategic skills of nation branding professionals to prepare them to meet the demands of today's industry. You will learn to:

- **Understand the Fundamentals of Nation Branding:** Grasp key concepts, theories, and frameworks that define nation branding and differentiate it from corporate branding and national identity.
- **Analyze International Case Studies:** Examine real-world examples of successful and unsuccessful nation branding initiatives to identify factors that influenced their outcomes.
- **Critically Evaluate Branding Campaigns:** Develop critical thinking by assessing and critiquing the effectiveness of existing national branding campaigns across different countries.

- **Propose Strategic Improvements:** Suggest and justify improvements to enhance the brand image and reputation of nations based on analytical deductions from case studies and simulations.
- **Develop Strategic Communication Skills:** Learn how to use strategic communication effectively to shape and influence the international perception of nations.
- **Craft Nation Branding Strategies:** Gain practical experience by creating comprehensive branding strategies that enhance tourism, exports, and foreign investment for a nation.
- **Engage with Real-Time Data:** Utilize current events and emerging trends in international relations to inform and adapt nation branding strategies dynamically.
- **Build a Professional Portfolio:** Compile a portfolio of projects and case studies completed during the course to showcase your strategic thinking and nation branding skills to potential employers.

These objectives are designed to provide a comprehensive understanding of nation branding, combining theoretical knowledge with practical skills and real-world applications.

### **College of Journalism & Communications' Objectives:**

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;

- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work.

### **Course Grades:**

Final grades will be based on the following scale:

- 90 – 100 percent A
- 87 – 89 percent B+
- 80 – 86 percent B
- 77 – 79 percent C+

- 70 – 76 percent C
- 60 – 69 percent D
- 0 – 59 percent E

For any questions regarding a given grade, please contact me within 48 hours after the grade is received.

### ***Components of the final grade***

#### **Attendance (5 percent):**

An important aspect of professionalism in every industry is one's ability to show up and be on time. With the objective of preparing you for your future professional life, your attendance to this course will be mandatory and graded.

#### **Activities (10 percent):**

A portion of each class will be saved for group activities where you will be asked to research a specific country's brand with team mates. Afterwards, the findings will be discussed with the rest of the class. These assignments aim to provide you with real-life examples of nation branding and get you used to working with a variety of people.

#### **Peer Reviews (20 percent):**

You will be asked to anonymously review the performance of the classmates you have worked with during class activities three times during the semester. In turn, your classmates will also grade your work. These grades should allow everyone to reflect on their team work and improve the areas that need some work.

#### **Exam (15 percent):**

The exam will consist of a list of multiple-choice questions based on the previous lectures

and readings. It will help you identify the concepts you may not have understood and allow you to revise them.

### **Final Paper (30 percent):**

The final paper will consist of a case study of the nation brand of a country of your choice. You will be able to decide whether you want to work on it by yourself or with a group. The length of this paper will depend on the number of persons working on the project. Each person will therefore be expected to produce around 3~5 pages, no matter the size of the team. Working on this paper will help you synthesize everything that was learned during the semester and apply it to a real-world case.

### **Presentation (20 percent):**

Your final presentation will be based on your final paper. You will be graded on the quality of your presentation and your ability to respond to questions about it. The presentation should be around 10 minutes long and aims at helping you practice delivering convincing and clear messages to potential stakeholders.

### **Course Professionalism:**

The College of Journalism and Communications is a professional institution that requires students to maintain a high level of professional behavior at all times. This includes being honest, ethical, and respectful towards fellow students and instructors while adhering to the UF Student Conduct & Honor Codes. Additionally, all class members must observe basic etiquette when communicating via email, threaded discussions, and chats. All students should review the The Netiquette Guide for Online Courses by [clicking here](#).

As this class is conducted online, you are responsible for making sure that your equipment (computer, microphone, camera) is working and that external sources (e.g. friends or family)

will not disrupt the class. You are allowed to turn off your microphone and camera for short periods of time (i.e., 5 minutes or less) but are expected to have them on the rest of the time. The deadlines for exams and assignments are definitive, as they usually are in the professional world. Late submissions can be accepted up to 24 hours after the due date if you can provide me with an acceptable excuse for the late submission. Late submissions will not be accepted beyond 24 hours after the due date and will result in a 0. I recommend you to contact me as soon as you realize you might not reach the deadline so we can work on a solution together. Up to 10 points may be deducted from your grade in case of a late submission.

To ensure consistency with university policies, the requirements for make-up assignments and other work in this course can be found by [clicking here](#). If you experience technical issues and need to request a make-up, you must provide the ticket number received from LSS when reporting the problem. This ticket number will document the date and time of the issue. To request a make-up, you must email me within 24 hours of the technical difficulty. The UF Help Desk is available 24/7 to assist with any technical issues and can be contacted at:

- <http://helpdesk.ufl.edu/>
- (352) 392-HELP (4357)
- [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

### **Academic Honesty:**

The work you submit for this course must be your own and any external source must be cited appropriately. These citations must be done in-text and in a reference section, following the APA citation method.

Submitted work must be original. You may not submit anything that was previously made and used for any other purpose than this class, unless we have first discussed it and I have

given you permission to do so. In addition, while I encourage you to use any tools available, including technology, to improve your work, I must insist that any submitted work must be your own. Tools such as AI-generated texts can be useful as a start or to perfect what you have already done yourself, but should not be used to complete the assignment in its entirety. Spotting copy-pasted AI generated assignments is easier than you expect and such submissions will result in a 0. In compliance with the UF Honor Code, instances of academic misconduct, which include cheating, plagiarism, misrepresentation, and fabrication will result in a failing grade for the course, and additional punishment might occur based on university policies.

You are allowed to record this course's lectures for personal educational use, in connection with a complaint to the university, or as evidence in, or in preparation for, a criminal or civil proceeding. You may not use the recordings of the lectures for any other purpose and you may not publish or share access to the lectures without my written consent.

I strongly encourage you to review the UF Honor Code regularly and contact me if you have any other questions regarding the application of the code in this course. [Click here to review the UF Honor Code.](#)

### **Inclusivity:**

The practice of communication requires us to be open to diverse backgrounds, opinions and experiences. Exposing ourselves to diversity enriches our understanding of the world and enhances our ability to engage with diverse audiences. Therefore, it is crucial for us to be able to have open and respectful dialogues that allow for diverse perspectives to be shared and heard. I aim to make this class a safe and inclusive space for all and welcome and celebrate diversity in our classroom as it is essential to the practice of effective communication, online and offline.



My goal as an instructor is to help you learn. As we are all different individuals, our needs when it comes to learning can differ. For this reason, I am happy to meet with every student to discuss these needs and set up a strategy to support your success in this class. I would be glad to work on classroom accommodations as well if you are registered with the DRC, as long as you can provide documentation to help me set up these accommodations. You can visit the [Disability Resource Center's Website](#) if you have any questions on accommodations or documentation. Make sure to contact me as early as possible to make sure these accommodations can be set up in time.

### **Online Course Evaluation Policy:**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You can find the online evaluations portal [by clicking here](#). These evaluations help us improve the courses and our teaching methods, and are therefore extremely important. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. You can [click here](#) to see summary results of these assessments.

### **Schedule:**

**Note:** This schedule is subject to change at any time. Students will be notified within 24h of any changes.

<b>WEEK 1</b>	
<b>Tuesday</b>	<b>Thursday</b>
<b>Syllabus Overview</b> <b>Topic:</b> Brand, Nation-Brand & Relevance of the Concept	<b>Topic:</b> Identity, Image and Positioning Possible Guest Lecture

WEEK 2	
Tuesday	Thursday
<b>Topic:</b> Brand Equity in Nation Branding	<b>Topic:</b> The Country-of-Origin Effect <b>Peer Review 1 Due</b> Possible Guest Lecture
WEEK 3	
Tuesday	Thursday
<b>Topic:</b> National Identity	<b>No Lecture - Exam</b>
WEEK 4	
Tuesday	Thursday
<b>Topic:</b> Bridging National Identity & Country-Of-Origin <b>Optional:</b> Final Paper Outline	<b>Topic:</b> Ethical Imperatives in Nation Branding <b>Peer Review 2 Due</b> Possible Guest Lecture
WEEK 5	
Tuesday	Thursday
<b>Topic:</b> The Challenges in Nation Branding	<b>Topic:</b> Nation-Branding Strategies Possible Guest Lecture
WEEK 6	
Tuesday	Thursday
<b>Topic:</b> The Future of Nation Branding <b>Peer Review 3 Due</b>	<b>Presentations</b> <b>Final Paper Due</b>