

COURSE TITLE	Tourism Destination Branding	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Compulsory	
Year of study	Year 2 (semester 3)	
Credits and mode of delivery	ECTS workload	5
	Number of hours (L+P+S)	45 (15L + 30P + 0S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To provide an overview of key concepts related to defining a destination brand and the branding process. • To raise awareness of the importance of branding in the development of a specific tourism destination. • To present branding models.		
<i>Course enrolment requirements</i>		
Basic knowledge of marketing acquired at the undergraduate level through the course “Marketing” or another related course providing equivalent prior knowledge.		
<i>Expected learning outcomes</i>		
LO1: Define the relationship between product and brand, and explain the role, importance, and benefits of branding for consumers and businesses in tourism. LO2: Analyse key concepts and approaches in managing brand identity elements and their significance in brand communication. LO3: Re-examine the stages of the strategic brand management process and analyse branding opportunities. LO4: Analyse and compare the market and financial value of a brand. LO5: Critically assess brand success through case study analysis. LO6: Analyse and independently conduct the process of branding a tourist destination using a selected example.		
<i>Course content</i>		
Definition of brand and brand management. History of branding. Elements of market brands and brand equity. Tourist destination as a market brand. Creating a destination brand. Building a destination image. Market positioning.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		