

Course Syllabus**I. General Information**

Course name	Corporate Identity Management
Programme	Management
Level of studies (BA, BSc, MA, MSc, long-cycle MA)	MA
Form of studies (full-time, part-time)	Full-time
Discipline	Management and quality science
Language of instruction	English

Course coordinator/person responsible	Dr Kalina Grzesiuk
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Type of class (<i>use only the types mentioned below</i>)	Number of teaching hours	Semester	ECTS Points
tutorial	15	I	3

Course pre-requisites	English on a communicative level
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II. Course Objectives

C1: to introduce students to the concept of Corporate identity and its management

III. Course learning outcomes with reference to programme learning outcomes

Symbol	Description of course learning outcome	Reference to programme learning outcome
KNOWLEDGE – student knows and understands		
W_01	Methodology, theory and terminology in the organisational identity management area to the extent enabling analysing and synthesising knowledge	K_W09
W_02	Relations between management and sociology and communication and media science	K_W09
W_...	Modern trends in the area of managing organisation's identity	K_W07
SKILLS – student is able to		
U_01	Search, assess, select and interpret information related to organisation's identity management, and interpret case studies in this area in a professional manner	K_U01
U_02	Use methods and tool related to organisation's identity management in order to research and propose innovative solutions in this area	K_U03
SOCIAL COMPETENCIES		
K_01	Formulate his own assessment based on the knowledge in the area of organisation's identity and is open to being assessed	K_K02

IV. Course Content

1.. The idea of organizational identity (2h) 2. Main areas of corporate identity (2h) 3. Factors influencing organizational identity (2h) 4. Methods of corporate identity management (practical examples)(2h) 5. Effects of successful corporate identity management (1h) 6. The crises of CI and methods of dealing with it (1h) 7. Presentations of examples of selected companies' identities (5h)	
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V. Didactic methods used and forms of assessment of learning outcomes

Symbol	Didactic methods (choose from the list)	Forms of assessment (choose from the list)	Documentation type (choose from the list)
KNOWLEDGE			
W_01 W_02 W_03	Conversational lecture Working with text	Presentation	Rubric
SKILLS			
U_01 U_02	Case study	Presentation	Rubric
SOCIAL COMPETENCIES			
K_01	Conversational lecture	Presentation	Rubric

VI. Grading criteria, weighting factors.

Grade is based on presentation of a case study of corporate identity elements of a selected company. The presentation is evaluated Rubric containing a set of criteria.

Number of points	Grade
51-60	dost
61-70	dost +
71-80	db
81-90	db+
91-100	bdb

Student workload

Form of activity	Number of hours
Number of contact hours (with the teacher)	15
Number of hours of individual student work	75

VII. Literature

Basic literature
<ol style="list-style-type: none"> 1. B. Olutajyo Otunbanjo, T.C. Melewar, Understanding the meaning of corporate identity: a conceptual and semiological approach, "Corporate Communications: An International Journal", 12 (2007), p. 414-432. 2. J.P. Cornelissen, W.J.L. Elving, Managing corporate identity: an integrative framework of dimensions and determinants, "Corporate Communications: An International Journal", 8 (2003), p. 114-120. 3. T.C. Melewar, E. Karaosmanoglu, Seven dimensions of corporate identity. A categorisation from the practitioners' perspectives, "European Journal of Marketing", 40 (2006), p. 846-869. 4. R. Abratt, N. Kleyn, Corporate identity, corporate branding and corporate reputations: Reconciliation and integration, "European Journal of Marketing" 46.7/8 (2012), p. 1048-1063.
Additional literature
<ol style="list-style-type: none"> 1. H. Stuart, Towards a definitive model of the corporate identity management process, "Corporate Communications: An International Journal", 4 (1999), p. 200-207. 2. J.E. Dutton, J.M. Dukerich, Keeping an eye on the mirror: image and identity in organizational adaptation, "Academy of Management Journal", 34 (1991), p. 517-554. 3. H. He, A.D. Brown, Organizational identity and organizational identification: A review of the literature and suggestions for future research, "Group & Organization Management" 38.1 (2013), p. 3-35.

