

## *The Hebrew University of Jerusalem*

### *Syllabus*

## *Commercial and Political Branding Using Social Media - 50942*

*Last update 07-11-2019*

*HU Credits:* 2

*Degree/Cycle:* 2nd degree (Master)

*Responsible Department:* Communication & Journalism

*Academic year:* 0

*Semester:* 1st Semester

*Teaching Languages:* Hebrew

*Campus:* Mt. Scopus

*Course/Module Coordinator:* Yuri Gankin

*Coordinator Email:* [ygankin@gmail.com](mailto:ygankin@gmail.com)

*Coordinator Office Hours:* Monday - 17:00-18:00

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Teaching Staff:

Mr. Yuri Gankin

Course/Module description:

*The social-media era has completely transformed the ways we think and behave: Whether it's our own life or that of our elected officials' or even the behaviour of the commercial brands that surround us, the conclusion is quite clear: If you don't have a social media profile - you simply don't exist. The thing is that even if you have an online presence, it should be handled with extreme care because every mistake can instantly become a crisis.*

*Our workshop will be based on 3 parts: The first one will be dedicated to providing you with the knowledge needed in order to devise an effective commercial or political social media campaign.*

*The second part will deal with handling various online crises and the final part will focus on several additional key issues such as Personal Branding, Nation Branding etc.*

*During each and every lesson we will examine and analyze many local and international case studies that will help you to get as a comprehensive picture as possible.*

Course/Module aims:

*The workshop will introduce the students to a wide variety of strategies and tools used in online commercial and political branding - as well as in social media crisis management. The workshop will also allow them to gain the practical skills required in order to actually find a job during their studies and upon graduation.*

Learning outcomes - On successful completion of this module, students should be able to:

*In the end of the workshop the students will be able to create commercial and political campaigns using social media platforms, with the end-goal being that the assignments prepared in class or at home will serve as the basis for your future portfolio*

Attendance requirements(%):

80%

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*Teaching arrangement and method of instruction:*

*Course/Module Content:*

*Week 1: Introduction to the Digital Age and the era of Social Media*

- The difference between traditional and digital advertising*
- The difference between Branding and Crisis Management*
- Introduction to Case Study Analysis*

*Weeks 2 and 3: Commercial Branding using Social Media + Practical Assignment*

- The outline of a strategic branding plan*
- Pinpointing your brand's competitive advantage*
- Locating and analyzing your target audience*
- Commercial Branding Do's and Dont's*

*Week 4:*

*Presentation of your commercial branding assignment in class*

*Weeks 5 and 6: Political Branding using Social Media + Practical Assignment*

- The Ten Commandments of online political branding*
- Social Media campaigns in the 2015 Israeli elections*
- Promoting social agendas using social media*

*Week 7:*

*Presentation of your political branding assignment in class*

*Week 8: Commercial Crises Management using Social Media*

- Types of potential crises*
- Why not every criticism is a crisis?*
- The crisis management process*

*Week 9: Political Crises Management using Social Media*

- Turning your disadvantage into an advantage*
- 2013 and 2015 Israeli elections as crisis management case studies*
- Recovering from a crisis and regaining trust*

*Week 10: Real-Time crises management session*

- Handling real and made-up crisis management scenarios*

*Week 11: Nation Branding using Social Media*

- Branding countries and cities using social media*
- Public diplomacy using social media*
- Public Advocacy using social media*

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*Week 12: Personal Branding using Social Media*

*-Pinpointing our own competitive advantages*

*- "ME" as a brand*

*- The Elevator Speech*

*Week 13: Locating, Using and Rewarding Brand Ambassadors + Workshop conclusion*

*- How do we track Brand Ambassadors?*

*- How do we approach and handle Brand Ambassadors?*

*- What's next in Social Media?*

*Required Reading:*

*1. Seth Godin's Blog - <http://sethgodin.typepad.com/>*

*2. Kissmetrics Blog - <https://blog.kissmetrics.com/>*

*3. Hubspot's Blog - <https://blog.hubspot.com/>*

*4. Marketing Land Blog - <http://marketingland.com/>*

*5. Marketing Week Blog - <https://www.marketingweek.com/>*

*Additional Reading Material:*

*Course/Module evaluation:*

*End of year written/oral examination 0 %*

*Presentation 0 %*

*Participation in Tutorials 0 %*

*Project work 80 %*

*Assignments 20 %*

*Reports 0 %*

*Research project 0 %*

*Quizzes 0 %*

*Other 0 %*

*Additional information:*