Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University

Higher School of Management

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

Brand Management in Tourism Industry

(course title)

Recommended by the Didactic Council for the Education Field of:

43.04.02 Tourism

field of study / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

Business Processes in Tourism and Hospitality

higher education programme profile/specialisation title

2025

1. COURSE GOAL

The Brand Management in Tourism Industry course is aimed at students' mastering the theoretical aspects of brand management, technologies and brand management tools, studying examples of promotion and management of the brand formation and development in the tourism industry; forming and developing skills in branding in the tourism industry.

2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Brand Management in Tourism Industry course is designed for students to acquire the following competencies (parts of competencies):

Table 2.1. List of competences that students acquire when mastering the course

Competence Code	Competence Descriptor	Competence Formation Indicators (within this course)
GPC-4	Able to develop and implement marketing strategies and programmes in tourism	GPC-4.1. Able to apply marketing research technologies in professional activities; GPC-4.2. Able to develop marketing strategies and programmes in tourism; GPC-4.3. Able to introduce marketing strategies and programmes into the activities of tourism enterprises, including using the Internet.
PC-4	Able to manage the implementation of technological innovations and modern information and communication technologies to ensure the competitiveness of tourism facilities	PC-4.1. Able to identify key technological tourism innovations; PC-4.2. Able to evaluate the effectiveness and justify the use of modern information and communication technologies to ensure the competitiveness of tourism enterprises; PC-4.3. Able to carry out an examination of projects for the implementation of promising tourism ones, identify their advantages and disadvantages, and develop an implementation plan.
PC-8	Able to develop marketing concepts for tourism enterprises and implement them using information and communication tools	PC-8.1. Able to justify the marketing concept of a tourism enterprise using modern information and communication technologies; PC-8.2. Able to develop a strategic plan for implementing the marketing concept of tourism enterprises; PC-8.3. Able to use modern information and communication tools to implement marketing concepts of tourism enterprises.

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The Brand Management in Tourism Industry course refers to the variable component of the B1 block of the higher educational programme curriculum.

Within the higher education programme students also master other disciplines (modules) and / or internships that contribute to the achievement of the expected learning outcomes for the Brand Management in Tourism Industry course.

Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes for the course.

Compe tence Code	Competence Descriptor	Previous Courses/Modules, Internships*	Subsequent Courses/Modules, Internships*
GPC-4	Able to develop and implement marketing strategies and programmes in tourism	• International Marketing in Tourism and Hospitality	• Preparing for defence and defending a graduation thesis
PC-4	Able to manage the implementation of technological innovations and modern information and communication technologies to ensure the competitiveness of tourism facilities	• Information Databases	• Digitalization and Information Technology Provision of the Professional Sphere • Cross-Border Development in Tourism • Pre-Graduation Internship • Preparing for defence and defending a graduation thesis
PC-8	Able to develop marketing concepts for tourism enterprises and implement them using information and communication tools	• International Marketing in Tourism and Hospitality • Tourist Cluster Formation in Russia	• Pre-Graduation Internship • Preparing for defence and defending a graduation thesis

* -To be filled in according with the competence matrix of the higher education programme

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the Brand Management in Tourism Industry course is 2 credits.

Table 4.1. Types of academic activities during the period of mastering the HE programme

Type of Academic Activities		TOTAL, academic hours	Semester 2
Classroom learning, academic hours.		**34**	**34**
including:			
Lectures		17	17
Lab work		-	-
Seminars		17	17
Self-study, academic hours		29	29
Evaluation and assessment (graded pass/fail), academic hours		9	9
Course workload	ac. hrs.	72	72
	credits	2	2

5. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

Module Title	Course Module Contents	Learning Activities*
Module1. Concept of brand and essence of brand management in tourism industry	Topic 1.1. History of branding. Approaches to the concept of brand. Main characteristics of a brand. Brand functions. Brand classifications. Positive and negative aspects of branding. Economic and psychological aspects of branding. Features of brand management in tourism industry. Territory branding as the basis for tourism industry development.	Lecture, Seminar
Module 2. Brand design in tourism industry	Topic 2.1. Brand birth technologies. Brand creation tools. Marketing research and communications as the basis for brand design. Brand identity. Visual brand identification (corporate style). Building a brand architecture. Features of creating brands in tourism industry.	Lecture, Seminar
Module 3. Brand promotion in tourism industry	Topic 3.1. Brand positioning. Brand promotion tools. ATL communications (indirect and mass advertising in print media, indirect and mass radio advertising; indirect and mass advertising on TV; indirect and mass advertising embedded into films (big screen); outdoor advertising (including advertising on transport) and BTL communications (personal sales, PR, direct marketing). Internet branding. Event marketing as an important element of branding in tourism industry.	Lecture, Seminar
Module 4. Consumer choice as the basis of brand management in tourism industry	Topic 4.1. Impact of branding on consumers. Consumer behavior and branding. Forming brand loyalty. Developing loyalty programmes.	Lecture, Seminar
Module 5. Strategic brand management in tourism industry	Topic 5.1. Brand management concepts and strategies. Brand management: corporate identity and corporate style. Formation of a brand management system at tourism industry enterprises. Brand management mistakes. Competitive advantages of brands. Features of brand transformation and liquidation. Legal bases of branding.	Lecture, Seminar

* - To be filled in only for **FULL-TIME** mode of study: *Lecture, Lab Work, Seminar.*

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom Equipment and Technology Support Requirements

Classroom for Academic Activity Type	Classroom Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
Lecture	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Seminar	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Self-Studies	Classroom equipped with a set of specialized furniture; PCs with access to electronic information and educational environment.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)

7. RESOURCES RECOMMENDED FOR THE COURSE STUDY

Main Readings:

1. Brand Fusion: Purpose-driven Brand Strategy / T. Smith, T. Williams. - De Gruyter, 2022. URL: https://lib.rudn.ru/MegaPro/UserEntry?Action=Link_FindDoc&id=511137&idb=0

2. Brand Management / Edited by F. Pollák, P. Markovič. – London: IntechOpen, 2022. – 100 p. – ISBN 9781803560007, 9781803559995, 9781803560014. – – Text: electronic // Lan: electronic library system. – URL: https://directory.doabooks.org/handle/20.500.12854/97208

Additional Readings:

1. World Tourism Organization (2021), Brand Africa – A Guidebook to Strengthen the Competitiveness of African Tourism, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284423071.

2. World Tourism Organization and European Travel Commission (2020),

Handbook on Tourism Destination Branding – Executive Summary, Japanese version, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284421534

3.   World Tourism Organization; Centre of Expertise Leisure, Tourism & Hospitality; NHTV Breda University of Applied Sciences; and NHL Stenden University of Applied Sciences (eds., 2019), 'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Volume 2: Case Studies, Executive Summary, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284420643

4.   World Tourism Organization (2009), Handbook on Tourism Destination Branding , UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284413119

5.   World Tourism Organization (2008), Handbook on E-marketing for Tourism Destinations, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284412761

Internet Resources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access based on concluded agreements:
   - RUDN University Electronic Library System (RUDN University ELS)
   http://lib.rudn.ru/MegaPro/Web
   - ELS "University Library Online" http://www.biblioclub.ru
   - ELS "Urait" http://www.biblio-online.ru
   - ELS "Student Consultant" www.studentlibrary.ru
   - ELS "Lan" http://e.lanbook.com/
   - ELS "Troitsky Bridge"

2. Databases and search engines:
    - electronic fund of legal and normative-technical documentation http://docs.cntd.ru/
    - Yandex search engine https:// www.yandex.ru
    - Google search engine https://www.google.ru/
    - SCOPUS abstract database http:// www.elsevierscience.ru/products/scopus/
    - http://www.infostat.ru/ Statistics of Russia information and publishing centre.
    - http://profi.travel.ru/press/ Tourism and Travelling. Professional press.
    - https://hotelier.pro/ Magazine for hoteliers. News of hotel business.
    - http://www.hotelexecutive.ru/ Media resource for owners, managers and specialists of hotel business

Educational and methodological materials for student self-studies when mastering the course/module*:

1.   Lecture course on Brand Management in Tourism Industry.
2.   Methodological guidelines for students' self-studies when mastering the course.
3.   Methodological recommendations for ensuring accessibility of the programme for students with limited health capacities.

* - The methodological materials and guidelines for the self-studies are placed on the course page in the university telecommunication training and information system under the set procedure.

DEVELOPERS:

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