Borys Grinchenko Kyiv University
Faculty of Law and International Relations
Department of International Relations and International Law

SYLLABUS

"Branding of the European Countries"

For students

Field of knowledge: **29 International relations**
Specialty: **291 International Relations, Public Communications**
                                            and Regional Studies
Qualification: Master of International Relations, Public Communications and
Regional Studies

2020-2021

Київський університет імені Бориса Грінченка

Факультет права та міжнародних відносин

Кафедра міжнародних відносин та міжнародного права

«ЗАТВЕРДЖУЮ»

Проректор з науково-методичної
та навчальної роботи

_____ О.Б.Жильцов

«___» ___10___ 2018 р.

РОБОЧА ПРОГРАМА НАВЧАЛЬНОЇ ДИСЦИПЛІНИ

«Брединг держав Європи»

для студентів

спеціальності	291 Міжнародні відносин, суспільні комунікації та регіональні студії
освітнього рівня	другого (магістерського)
освітньої програми	291.00.02 Суспільні комунікації

Київ – 2018

Розробник:

Вдовиченко Вікторія Андріївна, доцент кафедри міжнародних відносин та міжнародного права факультету права та міжнародних відносин Київського університету імені Бориса Грінченка

Викладач:

Вдовиченко Вікторія Андріївна, доцент кафедри міжнародних відносин та міжнародного права факультету права та міжнародних відносин Київського університету імені Бориса Грінченка

Робочу програму розглянуто і затверджено на засіданні кафедри міжнародних відносин та міжнародного права Факультету права та міжнародних відносин
Протокол від «29» серпня 2018 року № 1.

Завідувач кафедри міжнародних відносин
та міжнародного права _____ (І.В. Жалоба)

Робочу програму погоджено з керівником проектної групи освітньої програми 291.00.01 Суспільні комунікації
29 . серпня . 2018 р.
Гарант освітньої програми _____ (І.В. Жалоба)

Робочу програму перевірено
22 . 10 . 2018 р.
Заступник декана _____ (А.Ю. Нашинець-Наумова)

Prolonged:

For 2020/2021 e.y.   (I V. Zhalova) «31» August, 2020 р.,
Protocol №1.

1.Syllabus Description

Title	Syllabus Characteristics	
Discipline	obligatory	
Language of the Syllabus		
	English	
Credits	**8/180**	
Course	**6**	
Semester	**11**	
Modules	2	
Credits	8	
Hours of the Syllabus:	131	
	20 lectures	20 workshops
Module Control	10	
Semester Control	-	-
Individual and Project Work	100	
Consultations	*9*	
Semester form of control	Credit (2hours)	

2. The Purpose and Objectives of the Discipline.

The syllabus of the discipline "Branding of European countries" (hereinafter - the Program) is a normative document of the Borys Grinchenko Kyiv University, at the educational and qualification level "Master" in accordance with the approved curriculum.

The aim of the Course is to prepare students for future professional activities in the field of foreign relations by systematically studying theoretical and practical materials on the issues of integration processes in modern Europe, EU regional policy and multilateral diplomacy, including Ukraine.

The object of study of the discipline is that part of international relations and regional policy, which relates to the theoretical and practical understanding of the context of Europe as an evolutionary integration space, as well as an innovation project.

Aim:
• the study of the discipline is an analytical consideration of the global integration and image processes of the EU and Europe, in the form of a critical understanding of European regionalism;
• acquaintance with the specifics of European national actors and Ukraine's place in European politics and interregional cooperation with the European Union,
• Formation of students' skills and knowledge necessary for comprehensive analysis and forecasting of international relations and foreign policy of states, as well as for effective work in the fields of foreign policy and international cooperation, in international organizations, educational and research institutions;
• promoting students' knowledge of the theory and practice of forecasting international relations, international communications and foreign policy.

During lectures and seminars, individual teaching and research and independent work, master's students acquire the following program competencies:

general competencies

3K 1 - Worldview - The presence of a value-oriented position. General cultural erudition, a wide range of interests. Understanding the essence and socio-political significance of the future profession. Preservation of national spiritual traditions. Understanding the benefits of a healthy lifestyle and accepting them as your own values
3K 2- Civil - Ability to exercise the rights and responsibilities of a citizen of Ukraine. Ability to make conscious social and political choices and apply democratic decision-making technologies. Respect for the Motherland, the people, the state, its symbols, traditions, language. Ability to act with social responsibility and civic consciousness
3K 4 Information - Ability to independently search and process information from various sources to address specific issues. Ability to effectively use information technology in social and professional activities.

ЗК 5 Self-educational - Ability to independent cognitive activity, self-organization and self-development. Focus on the disclosure of personal potential and self-realization. The desire for personal and professional leadership and success.

professional competencies

ФК 6 Ability to analyze the current state of information security problems in the modern world.

ФК 10 Ability to analyze international information systems and global development, information society problems.

ФК 11 Ability to apply theoretical knowledge in professional activities related to the assessment and forecasting of events and phenomena inherent in the modern world and the system of international relations.

ФК 12 Ability to analyze international legal norms in the field of information policy.

ФК 13 Ability to collect, store, process, analyze, summarize and disseminate information using modern information technology.

ФК 14 Ability to create national information potential, use information resources in the national interest, promote international cooperation in the field of communication and information based on European experience.

3. Learning Outcomes of the Discipline:

The preparation of MA students within the discipline "Branding of European countries" should give the following program results:

Knowledge and understanding

ПРН 1 Knowledge and understanding of patterns, trends and features of modern international relations: globalization of international life, interdependence and interdependence of modern international processes.

ПРН 5 Knowledge and understanding of the conceptual foundations, threats and problems of international information security, security threats and challenges for Ukraine, the role of international organizations and other actors in international relations in maintaining peace and security.

ПРН 9 Ability to expand, systematize and consolidate theoretical knowledge of professional disciplines in production conditions.

ПРН 14 Knowledge and understanding of basic provisions of international legal norms in the field of information policy.

ПРН 15 Knowledge and understanding of basic information technologies used in the activities of the institutions of the European Union.

In addition, this knowledge and understanding are specified in order to understand:

- causes and consequences of formation, the main stages of development of institutions and instruments of EU regional policy;

- the role and place of branding in the formation of competitiveness
- territories, services, countries in the system of political and economic international relations;
- basic ideas and approaches to the effectiveness of branding territories
- actors of European regionalism,
- The main results of EU regional policy and its impact on modern international relations.

Applicability of knowledge

ПРН 16 Knowledge and understanding of strategies, programs and projects of intergovernmental regional organizations (CoE, EU, OSCE, CEI, NATO) within which the problems of formation of the information society in Europe are considered and solved.

ПРН 17 Knowledge and understanding of the stages of formation and development of foreign policy concepts of European countries, the nature and factors of influence of leading players in world politics on their implementation.

ПРН 18 Knowledge and understanding of national features of implementation of state branding strategies in different European countries.

In addition, this knowledge and understanding is specified in order to:

• determine the degree of effectiveness of the country's branding strategy;
• study and analyze the image information of the world and individual countries territories;
• determine and form the optimal brand strategy of the territory;
• to form optimal models of communicative interaction with certain external and internal target audiences;
• be critical and self-critical, admit and correct their own mistakes;
• apply critical thinking skills;
• work independently, show integrity, discipline, punctuality and responsibility, as well as work in a team.
• analyze the various branding strategies of the EU and Ukraine, including the achievements and problems in the relations of the countries whose branding strategies are studied, as well as the impact on the processes of supranational, national and local dimensions;
• analyze the degree of effectiveness of branding strategies of the EU and Ukraine;
• propose a strategy for state branding of Ukraine to ensure national interests.

4. Module Topics

№	Modules, topics	Lectures	Workshop	Module Control	Individual and project work	Semester control
	Module I. European Branding on the World Area					
1.	T. 1. Concepts, approaches and 'branding' terms in the world	2	2		10	
2.	T.2. Branding of the territories. State branding and branding of nations		2		10	
3.	T. 3.Image and reputation of the territory. European values as branding category	2	2		10	
	Module Task.			5	10	
	Total: Module1	**4**	**6**		**30**	
	Module II. Regional Dimensions of Branding					
4.	T. 4. Regional dimensions of Europe: Region of Northern Europe/	2	2		10	
5.	T.5. Branding of Germany, Italy, Spain. Concept of 'brand promotion' for Baltic states	2			10	
6.	T. 6.Branding of Central and Easter Europe	2	2		10	
7.	T.7.Aspects of creative industries and EU branding	2	2		10	
8.	T. 8.City branding and EU community branding	2	2		10	
9.	T. 9. Branding of the international organizations and Public Diplomacy role	2	2		10	
10.	T.10. European Branding and Ukraine's sovereign development /		2		10	
	Modul Task.			5		
	Total: Module II.	**16**	1 4	10	**70**	**30**
	TOTAL:	**20**	**20**	**10**	**100**	**30**

5. The Program of the Discipline

Topic 1. Concepts, approaches and definitions of "European branding" in the world.
The concept of branding and its evolution. Types and Types of Branding. Ogivly's contribution to brand development. Branding of places, territories, cities, regions and states. The established standards and characteristics of the concept of Europe as a continent or part of the land and European region.
Recommended sources: main [1; 4; 5, 11, 12], additional [1, 4, 6].

Topic 2. Territory branding. Nation branding.
Basic concepts of territory branding. Components of a territorial brand. Target groups of territorial branding. Territorial brand promotion factors. Stages of territorial brand formation. Territorial brand ratings.
Recommended sources: main [3; 4; 5, 10], additional [6, 7, 8, 9].

Topic 3. The image and reputation of the territory. European values as a branding category.
Components of the image of the state and the reputation of the territory. The value of historical facts. International reputation and "labels" of countries in the world. "Legends" of leaders of states as a component of state image.
Structure of the image of the state. Image vs Brand. Reputation vs Brand. The concept of state branding. Country brand as an engine of economic development. Branding of national manufacturers.
Recommended sources: main [1; 3, 6], additional [1, 3,812].

Topic 4. Regional dimensions of Europe: Northern Europe region.
Approaches to defining the region: territorial, economic, functional, cultural and historical, etc. The constituents of the regions and the nation-state as socio-administrative and cultural-historical structures. Problems of vision of a common definition of EU spheres and borders. Analysis of socio-economic and political transformation in the countries of Western Europe. North European dimension.
Recommended sources: main [11; 12; 13], additional [12,13].

Topic 5. Branding of Germany, Italy, Spain
State branding as a factor of foreign policy of the countries of Western Europe. Comparative analysis, features and effectiveness of state branding strategies of developed countries of the world (for example Germany, Italy and Spain). The role of creative industries.
Recommended sources: main [11, 12], additional [1, 12, 13].

Topic 6. Branding in Central and Eastern Europe
The place of the region of Eastern and Central Europe in the regional political system of Europe. Cross-national models of regional policy. The region and the

challenges of globalization. Strengthening regional identity. Regional political movements and parties. Typology of European regions.
Modular control task.
Recommended sources: main [5, 9, 14], additional [1, 12, 13].

Topic 7. Aspects of the Creative Industries and Branding of EU countries
Specificity of state branding strategies of countries and influence of creative industries on them. Comparative analysis, features and role of public diplomacy.
Recommended sources: main [9, 14, 15, 16], additional [1, 12, 13].

Topic 8. EU cities and Communities Branding
The role of the city and the specificity of the city's branding. Information and indicators on
the state of the city. City image management. City promotion program: goals, objectives, tools. Examples of London, Amsterdam and others.
Modular control task.
Recommended sources: main [15, 16], additional [8].

Topic 9. Branding of International Organizations and the Role of Public Diplomacy.
Specificity of EU, NATO, OSCE strategies in the field of public diplomacy. State branding and brand management strategies of the European Union, the North Atlantic Alliance, the United Nations.
Recommended sources: main [4,8,10], additional [8].

Topic 10. European and Ukrainian Branding.
Prerequisites for the formation of the state brand of Ukraine. Matrix of components of Ukrainian brand. Foreign Ministry's activities in promoting a positive international image of the country in the context of European and Euro-Atlantic aspirations. Strategy for promoting the international brand of Ukraine 2018. Public initiatives for the formation and promotion of a positive international image of Ukraine.
Recommended sources: main [5,8, 9, 10], additional [1,4,5,6].

6. Achievements Control and Assessment

6.1. Assessment System of the Students Achievements

| № | Type of Activity | Maximum quantity of points per item | Modules I-II | | Total |
			Quantity of items	Maximum quantity of points per item	
1.	Lectures presence	**1**	10	**10**	**10**
2.	Workshop presence	**1**	10	**10**	**10**
4	Active engagement in the lectures	**1**			
5.	Active participation during the workshop	**10**	10	**10**	**100**
6.	Project Work 1	**15**	-	-	15
7.	Analysis of professional publications and written sources analysis within Project Work 2	**10**	-		**10**
8.	Module Task	**25**	2	**50**	**50**
9.	Individual Task	**5**	2	**10**	**10**
10.	Creative Task (essay, visualts)	**25**	-	-	25
	Max total points				**230**
	TOTAL				230
	Coefficient				**2.3**
	Total Assessment (max points for the Course)				**100**

Tasks for Project Works:

1. Analyze and describe what is the index of "good" or successful state on the "hexagon of Anholt" (workshop 1-2)

2. Prepare an example of brands of territories and group them depending on the geographical location: local, regional, national brands. What branding strategies are used? (workshop 2-3)

3. Prepare and conduct the Oxford Debate (workshop 4) on the topic: "EU Regional Policy".

4. Make a comparative table of how European values are extrapolated to EU countries and Ukraine? What is the difference between European and Eurasian values? (workshop 5-7)

5. Derive a hierarchy of myths about European integration and myths about European integration. How exactly has this affected or is affecting EU branding in Ukraine? (workshop 7-9)

6. Analyze the directions of the EU communication strategy for 2016-2020 (presented in the work of the EU Directorate General for Communications)
Present the main priorities in the form of a table with priorities for public institutions, civil society and business circles (workshop 9)

7. Many foreign media still describe Ukraine on the principle: crisis, corruption, conflict. How do you think the challenges of this negative trend can be overcome? What recommendations would you give to improve the brand of Ukraine (Ukraine Now Ua) in European countries: France, Austria, Great Britain, Germany, Belgium, the Netherlands, Latvia, Portugal, Switzerland (in principle, one country for each group) (workshop 10).

6.2. Individual Work Description and its Assessment Criteria

Individual Tasks

№ п/п	Topics	Hours	Points
	Module I. European Branding on the World Area		
1.	Approaches and definitions of the concept of "European branding" by D. Ogilly and J. Ashworth	4	10
2.	International organizations in Europe: structure and procedural rules	4	10
3.	Analysis of nation branding strategies of 3-4 countries (region of your choice).	4	10
	Module II. Regional Dimensions of Branding		
4.	Branding of the UK. Branding of the Scandinavian countries	4	10
5.	Creative Industries. Cases of the France and Spain	4	10
6.	European regions: Types, Structure, Challenges	4	10

7.	Concept of 'Image' in Europe in 2020	4	10
8.	International organizations in the European context	4	10
9.	European Security: Is it a Brand within pandemic times?	4	10
10.	Which of the successful measures can be borrowed for the branding of Ukraine? What are the best ways to adopt a positive experience? (Creative Individual Work)	4	10
	Total	**40**	**100**

Individual Tasks Assessment Criteria:

Points	Criteria
10	The student has mastered the theoretical material, which is submitted for independent work, the use for registration of the results of independent work not only recommended but also additional literature and creative approach; clear mastery of the conceptual apparatus, theory; ability to use them to perform specific practical tasks, solving situations. The design of the results of independent work should be logical and consistent.
8	The student has mastered the material on the relevant topic which is made for independent work, and the available ability to navigate in it, the conscious application of knowledge to solve practical problems; provided that all the requirements for the assessment of "5 points" are met, in the presence of minor errors or incomplete conclusions based on the results obtained. The design of the completed task of independent work should be consistent.
6	The student has not fully mastered the topic for self-study does not perfectly master the basic concepts and provisions of the discipline, is uncertain in the original sources and recommended literature, answers unconvincingly, additional questions cause uncertainty or lack of knowledge.
0-4	The student has not mastered the study material on the relevant topic for self-study, does not know the basic concepts and terms of the scientific discipline, does not navigate in the original sources and recommended literature, there is no scientific or logical thinking.

Criteria for assessing students' performance of tasks for independent work
The maximum number of points is 10 points. Of them:

Oral answer:

• clarity, logic of the answer - 2 points;

• mastering new material - 2 points;

• use of visual aids (audio, video files, graphics, etc.) - 1 p.

Paperwork:

• logic, structural integrity - 2 points;

• use of necessary concepts and terms - 2 points;

• observance of language norms (grammar, syntax, spelling, etc.) - 1 p.

6.3. Module Task Criteria and Assessment

The Module Tasks are carried out in writing form with the use of printed or Moodle tasks. Modular control of students' knowledge is carried out after the completion of the study of the educational material of the content module.

Assessment Criteria

Points	Criteria
24-25	The student conducted an efficient and effective analysis of the tasks and gave full answers to questions of both theoretical and practical nature. Logically and consistently argued and stated his point of view. Has shown creativity and applied critical thinking, the causal connection in representation of answers to questions is traced
20-23	The student solved the tasks with 1 error, the answer to the question contains a complete detailed, correct and reasonable presentation of the material, 2-3 mistakes were made in solving practical problems. The application of critical thinking skills is traced, there is a causal relationship in the work in presenting answers to questions.
15-19	The student correctly and completely solved the majority, but not all tasks, the answer to the question is not fully reasoned, allows minor inaccuracies. Partial application of critical thinking skills, there is a cause-and-effect relationship in the work
10-14	The student correctly solved half of the tasks; the opinion is stated in violation of the logic of presentation of the material. The student has correctly solved the situation, but not quite rightly argues it, or takes into account not all, but some conditions of the situation. Solves several problems superficially. Minimal application of critical thinking skills, there is no causal relationship in the work

5-9	The student solved a little less than half of the tasks; can give a definition of a legal concept. The answer to the question is incomplete and superficial. There is no application of critical thinking skills, there is no causal relationship in the work
0-4	The student did not solve most of the tasks or solved incorrectly; the answers to the questions are incomplete; incorrectly substantiates his decision. There is no application of critical thinking skills, there is no causal relationship in the work

6.4. Forms of Semester Control and Evaluation Criteria

The academic achievements of students in the discipline "Branding of European countries" are assessed by a modular rating system, which is based on the principle of post-operational reporting, mandatory modular control, accumulative system for assessing the level of knowledge, skills and abilities in seminars and independent work. expanding the number of final points to 100.

Semester control of students' knowledge in the form of a test in the discipline "Branding of European countries" is carried out after the completion of the study material of 2 content modules. The test is set based on the results of the rating received by the student.

6.5. A Preliminary List of Questions for Semester Control

1. Basic approaches to the definition of "brand", "branding" and "region".
2. Regions and the formation and development of nation-states in Europe.
3. "Reputation" vs "brand". Nation branding and image.
4. Branding of Western Europe.
5. Principles of building the state brand of Northern Europe and the Baltic States.
6. State branding of Eastern Europe.
7. The problem of the EU brand.
8. EU strategies in building your own brand
9. NATO branding policy.
10. NATO branding in the context of eastward expansion.
11. UN branding strategies.
12. The concept of "Europe of the regions".
13. Branding of Ukraine and European values
14. Enlargement of the European Union in 2004 and 2007: implications for regional community policy.
15. Branding and creative industries.
16. Branding of cities and communities.
17. Regional policy in the financial and economic crisis of 2008-2011.
18. Reform (2013) and prospects of EU regional policy, 2017 -.
19. Specifics of state branding strategies of EU countries.

20. Strengthening the EU's regional identity

6.6. Assessment Criteria

Criteria	Points
Excellent	90-100
Very good	82-89
Good	75-81
Satisfactory	69-74
	60-68
Non Satisfactory	0-59

7. Educational and methodical map of the discipline

Total: 120 hours.

In particular: lectures - 20 hours., workshops - 20 hours, individual and project work- 40 hours, Module Control – 10 hours, Semester Control – 30 hours.

Modules (title, points)	Module 1 (66 points)			Module 2 (114 points)						
Lectures (title, points)	1/1 po int	2/1 poi nt	3/1 бал	4/	5/	6/	7/	8/	9/	10
Workshops (title, points)	Topic 1.	Topic 2. 11 points	Topic 3. 11 points	Topic 4.	Topic 5.	Topic 6.	Topic 7.	Topic 8. 11 points	Topic 9.	Topic 10.
Individual work	5 points			5 points						
Type of Control (type, points)	Modlue Task 1 (25 points)			Module Task 2 (25 points)						
Project or Creative Work	25 (points)			15+10 (25 points)						
Semester Control (type, points)				Credit(100)						

Methodolody of the Scientific Sources Analysis. The study of international relations of European countries involves special requirements for independent work

on sources, mastering the skills of in-depth study of texts. Working on them, it is recommended to first get acquainted with the relevant section of the curriculum, read the relevant section of the textbook, lecture notes. Then you need to pay attention to the general characteristics of the source (author, full title of the book or brochure, place and year of publication, publisher), its structure (read the subheadings, which reflect the main ideas of the work) and volume.

This makes it possible to immediately form a general idea of the source, its content, to determine for yourself a plan for its study. The next stage in the work on the text is acquaintance with the foreword and introduction, if any. From this we can make a more complete picture of the author's intention, the purpose of his work.

Working with sources and literature in general requires knowledge of the socio-cultural context (historical conditions, specific circumstances of the era, etc.) of the problems considered by the author. It is also necessary to get acquainted with the scientific apparatus of the work: references to other sources, appendices, etc. After preliminary acquaintance with the work it is necessary to pass to the next stage in work - direct acquaintance with the text, the analysis of problems which are put in it.

The skills of independent work accumulate gradually and remain in the mind in the process of raising the political, general and cultural level. Meaningful reading contributes not only to understanding but also to memorizing what is read. Active memorization of material while reading requires a special psychological attitude (volitional effort) to memorize. In addition to the will and the setting for memorization, there is another way that facilitates the work of memory, self-control over whether it is clear and how clear a particular position of the author. If the memory gives complete answers to the questions, if the main thing read is reproduced in memory, reading is conducted correctly. Such self-control should accompany the reading of texts from beginning to end. Having considered the main content of the original source, we can proceed to the final stage of independent work on it - processing. Recording what you read allows you to understand and accurately formulate the situation, to master the ideological content of the work.

Therefore, proper preparation for the organization of independent work is important a factor in improving the efficiency and quality of theoretical knowledge acquisition.

8. Discipline Studying Methodology

I. Methods of organization and implementation of educational and cognitive activities:

1) According to the sources of information:
- Verbal: lecture (traditional, problem, lecture-press conference) with the use of computer information technology (PowerPoint-presentation), laboratory work, explanations, story, conversation.
- Visual: observation, illustration, demonstration.
- Practical: exercises.
2) By the logic of transmission and perception of educational materials: inductive, deductive, analytical, synthetic.

3) The degree of independence of thinking: reproductive, exploratory, research.

4) According to the degree of management of educational activities: under the guidance of a teacher; independent work of students: with a book; implementation of individual educational projects.

II. **Methods of stimulating interest in learning and motivation of educational and cognitive activitie**s: educational discussions; creating a situation of cognitive novelty; creation of situations of interest (method of interesting analogies, etc.).

The study of the discipline is carried out on a machine version with the organization of classes in specialized computer rooms, where each student has the opportunity to study directly in an individual workplace equipped with a personal computer.

9. Methodology of Course Control

The academic achievements of students in the discipline are assessed by a modular rating system, which is based on the principle of post-operational reporting, mandatory modular control, accumulative system of assessment of knowledge, skills and abilities, expanding the number of final points to 100.

Assessment for each content module includes points for the current work of the student in practical classes, for individual tasks, for modular control work. Execution of modular control works is carried out in electronic form or with the use of printed tasks. Modular control of students' knowledge is carried out after the completion of the study of the educational material of the content module.

The following methods are used in the process of assessing students' academic achievements:

- Methods of oral control: individual interview, face-to-face interview, interview, exam.

- Methods of self-control: the ability to independently assess their knowledge, introspection.

The number of points for working with theoretical material, in practical classes, during the performance of independent work depends on compliance with the following requirements:

- systemic attendance of classes;
- timeliness of educational and individual tasks;
- the full scope of their implementation;
- quality of performance of educational and individual tasks;
- independence of execution;
- creative approach in performing tasks;
- initiative in educational activities.

The control of students' progress taking into account the current and final assessment is carried out in accordance with the educational and methodical map of the discipline, which indicates the types of control and the number of points by type. The system of rating points for different types of control and the procedure for their transfer to the national (4-point) and European (ECTS) scale are given in the tables below.

10. Assessment of Rating Points

According to the Module Tasks Control

11. Points to be received by the Students .
Points Distribution to be received by the Students

Current testing and individual work										Final Test	Points
Module1			Module 2				Project Work 1	Project Work 2		30	100
T1	T2	T3	T4	T5-6	T7	T8-9	T10-11	T12-13	T14		
5	5	5	5	5	10		5	10	5	70	

T1, T2 ... T14 – topics of the content modules.

12.Assessment: National Rating and ECTS

Rating in scores	Rating a national scale	Rating scale ECTS	
		Rating	Explanation
90-100	Perfectly	A	Perfectly (excellent performance with small number errors)
82-89	Good	B	Very good (above average some mistakes)
75-81		C	Good (overall correct fulfillment of certain significant number of errors)

67-74	Satisfactorily	D	Satisfactorily (not bad, but with significant number of defects)
60-66		E	Enough (satisfies minimum criteria)
35-59	Unsatisfactorily	FX	Unsatisfactorily (with the possibility of re-assembly)
1-34		F	Unsatisfactorily (with the obligatory repeated course)

13. Methodical support

1. Syllabus of the discipline.
2. Tasks for individual work.
3. Plans and materials for preparation for seminars.
4. Test tasks for Module Tests.
5. Electronic Studying Course (Moodle platform)

14. QUESTIONS FOR FINAL ASSESSMENT

1. Basic approaches to the definition of "brand", "branding" and "region".
2. Regions and the formation and development of nation-states in Europe.
3. "Reputation" vs "brand". State branding and image.
4. Branding of Western Europe.
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