Master in International Marketing in a Digital Environment

International Brand Management

Credits:	3 ECTS
Lecturer:	Hyun Park
Campus:	IQS School of Management (Barcelona)

Course description

As information society enables easier access to the information as well as easier consumer's participation in communication, consumers become pivotal in market communication. In addition, globalization enables products and services cross over the borders. This course aims students to understand how to build the brand as strategic competitiveness in challenging global environments and together with consumer not only as brand advocates but also brand creators.

Competencies

Anticipation to Change (CT1): Students would have the ability to anticipate situations and discover new trends and business opportunities in the market.

Customer focus (CT2): The student should be able to be aware of customer needs or demands by recognizing, identifying and satisfying those needs.

Ethic, Social and Environmental response (CT3): Upon completion of the course, students will identify and face any ethical or social responsibility dilemma in the global Market by applying personal etic and organizational values.

Well-informed decisions (CE1): Finally students will be able to identify their informational needs in order to minimize organizational risks choosing the best research or technical sources.

Brand Management (CE3): Apply the principles of build and management of international brands.

Planning (CE7): At the end of the course, students will be able to turn, reliably and convincing, strategies into objectives, activities and deadlines, and identify the resources needed to achieve its. Also, they will know the process consists control (measuring, evaluating and rectifying the outcomes of the plans).

Course content:

1. Brands and Brand in a Corporate Strategy. The Importance & Challenges of Brand

2. Brand Portfolio Strategy

3. Brand Positioning. Brand Re-Positioning: Brand Extension/Stretch & Revitalization

4. Brand Equity. Designing Marketing Programs to Build Brand Equity

5. Brand Audit/Measurement

6. Customer as Brand Ambassador

7. Branding in New Media

8. Brand in Innovation, Creativity & Entrepreneurship. Naming & Feature Branding

9. Global Branding: Brand in Cultural Aspect

10. Creating a Brand-Focused Organization

Methodology

Education activities	ECTS	Competencies
Lectures presenting concepts and procedures	0,6	CT1, CT2, CT3, CE1, CE3, CE7
Practical sessions (exercises, cases)	0,9	CT1, CT2, CT3, CE1, CE3, CE7
Assignments by students	0,6	CT1, CT2, CT3, CE1, CE3, CE7
Personal study activities	0,9	CT1, CT2, CT3, CE1, CE3, CE7
TOTAL	**3,0**	

EXPLANATION OF TEACHING METHODOLOGY

The course integrates traditional lectures with in-class practical application of concepts, hence including:

-   Lectures

- Discussion of case studies
- Industry Examples
- Work presentations

The methodological approach is mainly practical business case discussions and a group case presentation.

EVALUATION

Evaluation methods	Weight (%)	Competencies
Final exam		
Midterm exams		
Monitoring class activities (cases, discussions, exercises)	30	CT1, CT2, CT3, CE1, CE3, CE7
Course works and presentations	50	CT1, CT2, CT3, CE1, CE3, CE7
Projects	20	CT1, CT2, CT3, CE1, CE3, CE7
Participation		
Total weight	**100%**	

Learning Outcomes

As a result of the acquisition of the competences, the students will be able to:

1. Position, design, create, develop, deliver and manage a brand.
2. Create and develop and deliver the holistic brand experience.
3. Managing brand globally.
4. Understand Customer Behavior both in on- and off- lines environments
5. Engage customers into brand creation and management.

EVALUATION

The evaluation of the course will comprise the qualifications obtained in the monitoring class activities (30%), the coursework and presentations (50%) and projects (20%). Regarding the class activities, practices and exercises will be assessed. In this sense, the preparation of business case discussion and the active participation with logical thinking during the in class discussion will be required. In relation to the coursework and presentations, students will develop and present a case presentation on the scope of brand strategy for the given scope of the company as a group. Regarding the projects, students will analyze the company on their brand and conclude the logical recommendations on given challenges.

EVALUATION OF COMPETENCIES

The assessment of the CT1 competence is performed through business case analysis, a group presentation and projects by analyzing the business opportunities for the companies in the given market situations.

The assessment of the CT2 competence is performed through business case analysis, a group presentation and projects by defining customer needs not only rational needs but also emotional and unconscious needs, understanding customer behavior, and concluding the brand experience to fulfill customers satisfaction.

The assessment of the CT3 competence is performed through business case analysis, a group presentation and projects by identifying ethical, social and environmental dilemma in the global environments and providing brand solutions to overcome those challenges.

BIBLIOGRAPHY

- Keller, K.L. (2013). *Strategic Brand Management*. 4th edition. Upper Saddle River, NJ: Prentice Hall.

- Tybout, A.M., Clakins, T. (2005). *Kellogg on branding. The Marketing Faculty of Kellogg School of Management, Northwestern University*. New York: John Wiley & Sons.