

## Global Brand Management

Module Code: DLMBSPBE1

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> none	<b>Study Level</b> MA	<b>CP</b> 5	<b>Student Workload</b> 150 h
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<b>Semester / Term</b> see curriculum	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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### Module Coordinator

Caterina Fox (Global Brand Management)

### Contributing Courses to Module

- Global Brand Management (DLMBSPBE01)

### Module Exam Type

#### Module Exam

Study Format: Distance Learning  
Exam, 90 Minutes

#### Split Exam

### Weight of Module

see curriculum

### Module Contents

For most companies, a major opportunity to grow their business involves looking for possibilities outside their native country. However, taking brands beyond national boundaries presents a new set of branding issues as the global marketplace is constantly changing. At the same time, various forms of regionalization are taking place, adding another layer of complexity to managing a brand portfolio. Arguably, products, pricing and distribution are increasingly becoming commodities and the new competitive arena is brand value, creating long-term, profitable brand relationships. Ultimately, strong brands will transcend industries and provide an organization with one of its most valuable assets. This course ultimately aims to introduce students to the differentiation of products and services in a world of alternatives and the benefits/disadvantages of providing customers with the power of choice.

### Learning Outcomes

#### Global Brand Management

On successful completion, students will be able to

- analyze brands, brand components and brand management.
- examine how brands are positioned and re-positioned in regional, national and international markets and explore the concept of shared- and co-operative branding.
- promote the importance of brand valuation and measurement techniques within their company.
- form and apply tactics to address brand falsification and protection as well as to develop strategies to manage a brand crisis.
- analyze the main challenges facing international brands, and be able to measure their brand equity
- understand the factors that contribute to increasing or losing consumer-based brand equity.
- analyze a company's current brand strategy and propose viable alternatives as well as make informed decisions with greater probability of success.

#### Links to other Modules within the Study Program

This module is similar to other modules in the field(s) of Marketing & Sales

#### Links to other Study Programs of the University

All Master Programmes in the Marketing field(s)

# Global Brand Management

Course Code: DLMBSPBE01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

For most companies, a major opportunity to grow their business involves looking for possibilities outside their native country. However, taking brands beyond national boundaries presents a new set of branding issues as the global marketplace is constantly changing. At the same time, various forms of regionalization are taking place, adding another layer of complexity to managing a brand portfolio. Arguably, products, pricing and distribution are increasingly becoming commodities and the new competitive arena is brand value, creating long-term, profitable brand relationships. Ultimately, strong brands will transcend industries and provide an organization with one of its most valuable assets. This course ultimately aims to introduce students to the differentiation of products and services in a world of alternatives and the benefits/disadvantages of providing customers with the power of choice.

## Course Outcomes

On successful completion, students will be able to

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## Contents

1. Introduction to Global Brand Management
  - 1.1 Brand, Brand Equity, and Brand Value
  - 1.2 Brand Management and Brand Leadership
  - 1.3 Integrating Marketing Activities

2. Culture and Branding
  - 2.1 What is Culture?
  - 2.2 Culture and Consumer Behavior
  - 2.3 The Global-Local Dilemma of Branding
3. Creating Global Brands
  - 3.1 Brand Positioning
  - 3.2 Designing and Implementing Stages of Branding Strategies
  - 3.3 Choosing Brand Elements to Build Brand Equity
  - 3.4 Designing Marketing Programs to Build Brand Equity
4. Managing Global Brands
  - 4.1 Branding Strategy
  - 4.2 Brand Hierarchy
  - 4.3 Business-to-Business (B2B) Brand Management Strategies
5. Growing and Sustaining Brand Equity
  - 5.1 Extending the Brand
  - 5.2 Brand Alliances
  - 5.3 Green and Cause Marketing
6. Measuring Global Brand Equity and Performance
  - 6.1 Brand Equity Measurement Systems
  - 6.2 Measuring Sources of Brand Equity
  - 6.3 Measuring Outcomes of Brand Equity
7. Brand Analysis and Strategy Across Multiple Markets: A Managerial Approach
  - 7.1 Internal Analysis
  - 7.2 External Analysis
  - 7.3 Global Brand Management Scenarios
8. Managing a Brand Crisis
  - 8.1 Revitalizing a Brand
  - 8.2 Brand Falsification
  - 8.3 Brand Protection Strategies
  - 8.4 Brand Crises

**Literature****Compulsory Reading****Further Reading**

- Aaker, D. A. (1991). *Managing brand equity*. New York, NY: Free Press.
- de Mooij, M. (2014). *Global marketing and advertising: Understanding cultural paradoxes* (4th ed.). Thousand Oaks, CA: Sage.
- Kapferer, J. N. (2012). *The new strategic brand management: Advanced insights and strategic thinking* (5th ed.). London: Kogan Page.
- Keller, K. L., Aperia, T., & Georgson, M. (2013). *Strategic brand management: A European perspective* (2nd ed.). Upper Saddle River, NJ: Prentice Hall. (Database: MyiLibrary).

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides