

BUILDING GLOBAL BRANDS

LENGTH/CREDITS

- Preparation: 2–3 months
- On-campus: 2 days
- Post-processing: 1 month
- Credits: 4 ECTS credits

CONTENT

«I'd rather own a brand than a factory» – with this statement the late Peter Drucker anticipated more than 20 years ago the challenge and opportunities for brand management in our times. In a global competitive environment, where speed has replaced stability and the economic base has shifted from the sphere of rationality to the realm of desire, professional brand stewardship can make the difference between success and failure. This module will look at how to develop a global marketing strategy, understanding of the role of marketing in a global organization and demystify brand building.

THE MODULE EXPLORES

- brand management as an organization principle and the conflicts of a matrix management
- brand portfolio management, including how to manage the overlap and conflicts between brand positions within own portfolio and resource allocation
- new product development and new brand launch (including positioning, pricing, communication and media strategy, distribution and brand P&L)
- brand value, brand equity and brand power – methods and metrics
- successful global brand stewardship

LEARNING OUTCOMES

After this module, the students will be able to:

- investigate how brands are built and what the essentials are for a successful brand in the global consumer world
- analyse how customers perceive brands, how to apply the methods and metrics for brand value and brand equity, and how to build brand loyalty at each level
- create innovation in branding strategies and create a power brand in differentiation, relevance and vitality
- investigate the complexity of managing global brand stewardship through all its life cycles

ASSESSMENT

Building Global Brands	30 % Pre-test 20 % Participation 50 % Final Assessment	4 ECTS Credits
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