Porto Global Startups Summer School

Organized by Católica Porto Business School (CPBS) and WU (Vienna University of Business and Economics)

Course outline

Course title	Porto Global Startups Summer School
Lecturers	*CPBS - Božidar Vlačić (bvlacic@ucp.pt); Susana Costa e Silva (ssilva@ucp.pt)* *WU – Jelena Graneros (jelena.graneros@wu.ac.at), Maria Yoveska (maria.yoveska@wu.ac.at)*
Language of instruction	English
Course level	Bachelor/Undergraduate – advanced level
ECTS credits	8 ECTS credits

Aim of the course
Many startups engage in international activities from inception or very early on. These are often called "born globals," "international new ventures," or "global startups." While this trend started in high-tech, rapid internationalization is now seen in more traditional industries as well. This course offers a comprehensive introduction to essential international marketing and branding concepts, combined with practical applications to prepare students for real-world challenges. It provides a global perspective by exploring European marketing strategies with focus on comparing Austrian and Portuguese practices. As case studies, we will learn from successful startups and will analyze their marketing strategies, including influencer marketing, brand positioning etc.

Learning objectives
Through a mix of theoretical foundations, hands-on projects, case studies, and personalized coaching, students will acquire skills in market analysis, brand management, digital marketing, and innovation strategies. At the end of the course students will be able to make market entry project for startups in foreign markets. Students will be able to deliver a detailed presentation on the results of their projects.

Prerequisites and application requirements
UCP - Bachelor/Undergraduate -advanced level WU - Bachelor/Undergraduate – advanced level (Application requirements for WU students can be found on the application website.)

Teaching methods
Case Studies, presentations, interactive classroom, working with academic and non-academic articles, book chapters, and lecturer slides.

Pre-course assignment
In this group assignment, students will analyze a foreign market entry strategy of one Austrian or one Portuguese startup. Groups will be preassigned by the lecturers. The groups will choose startups by themselves and should communicate their choice to the lecturers. The following questions should be answered: • What markets have the startup entered. • How has the startup entered the new market? • When adapting to the new markets, has the startup changed its marketing strategy (perform social media analysis to compare strategies in multiple countries). • Has the firm changed their products and services, price, product placement, when entering the new market? Detailed instructions for this assignment will be distributed to the students before the course. **Please use firms' reports, and analyze the firms' media presence by yourselves. Sources must be clearly and correctly cited in the text and in the list of references.** **The use of AI must comply with established guidelines governing its application in academic research and writing. Any AI-generated response that fails to adhere to these requirements will receive a score of zero, with no opportunity for resubmission.** Use of AI Tools in Academic Research and Work: CPBS has established clear guidelines regarding the use of artificial intelligence (AI) tools in academic research and writing. Generative AI refers to AI-powered technologies that can create original content, such as text, images, music, and code. Examples include ChatGPT, Shutterstock AI, Grammarly AI, and Microsoft Copilot, among others. CPBS recommends that whenever authors use generative AI or AI-assisted technologies in the writing process, they must disclose this usage in their manuscript by following the specified instructions. This requirement does not apply to basic tools used for grammar, spelling, and reference checks. If no AI tools were used, no disclosure is necessary. Authors remain ultimately responsible and accountable for the content of their work. Disclosure Instructions – Declaration of Generative AI and AI-Assisted Technologies in the Writing Process *Authors should include the following statement at the end of their manuscript, before the References list:* Statement: During the preparation of this work, the author(s) used [NAME TOOL / SERVICE] in order to [REASON]. Details of prompts and the AI responses are provided in the appendix. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.

Course contents	
Week 1	**Daily from 9 am to 1 pm**
Day 1	Welcome and introduction to the course Fundamentals of International Market Entry Strategies for Startups
Day 2	Content Session (Internationalization as a process)
Day 3	Content Session (Foreign market entry modes)
Day 4	Content Session (Pricing decisions; Product policy)
Day 5	Content Session (Distribution decisions; Communication policy) Test
Week 2	
Day 6	Content Session (Startups and internationalization, Innovation Types, Brand Elements)
Day 7	Content Session (Brand Positioning Map, Types of Influencers and International Marketing Relevance)
Day 8	Content Session (PESTEL, SWOT, Marketing Mix and Group Work on Article Reviews)
Day 9	Article Presentations (International Influencer Marketing - Virtual vs. Human Influencers)
Day 10	Mid-Term Project Presentations
Week 3	
Day 11	Content Session (Social Media Listening and International Monitoring)
Day 12	Content Session (Waterdrop Case Study, USP vs. ESP, Funding of Startups)
Day 13	Content Session (Kobe Case Study)
Day 14	Group Coaching Sessions
Day 15	Final Project Presentations
This is a tentative course syllabus. Contents may be subject to change.	

Criteria for successful completion of the course

1. Pre-assignment (20%)
2. Test (10%)
3. Participation points (6%)
4. Presentations of the articles (14%)
5. Midterm presentations (20%)
6. Final project presentation (30%)

Please bear in mind that grading standards and procedures may differ between the two academic institutions.

Please note: ***students' attendance and punctuality are mandatory in all classes except in cases of illness.***

Academic Integrity:

As a program which helps to create business and government leaders, University Faculty has an obligation to ensure academic integrity is of the highest standards. Any instances of cheating or plagiarism, along with related variations, will be addressed promptly according to the established procedures at the respective institutions.

Students are expected to carefully review the following points discussing academic integrity and group projects that have been adopted by our Faculty. Acts of academic dishonesty include, but are not limited to, the following:

- **using** the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- **duplicating** a table, graph or diagram, in whole or in part, without referencing the source.
- **paraphrasing** the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g. personal communication, ideas from a verbal presentation) without referencing the source.
- **copying** the answers of another student in any test, examination, or take-home assignment.
- **providing** answers to another student in any test, examination, or take-home assignment.
- **taking** any unauthorized materials into an examination or term test (crib notes).
- **impersonating** another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination.
- **stealing** or mutilating library materials.

- **accessing** test prior to the time and date of the sitting.
- **changing** name or answer(s) on a test after that test has been graded and returned.
- **submitting** the same paper or portions thereof for more than one assignment, without discussions with the instructor(s) involved.

Students should be aware that all instructors reserve the right to use plagiarism detection software program(s) to detect plagiarism for essays, term papers, and other assignments.

Assessment / Grading

The following grading scheme is applied (WU and CPBS):

CPBS grade	WU grade	Description
18-20	1	Exceptional, outstanding, and excellent performance. Normally achieved by a minority of students. These grades indicate a student who is self-initiating, exceeds expectations, and has an insightful grasp of the subject matter.
16-17	2	Very good, good, and solid performance. Normally achieved by the largest number of students. These grades indicate a good grasp of the subject matter or excellent grasp in one area balanced with satisfactory grasp in the other area.
14-15	3	Satisfactory, or minimally satisfactory. These grades indicate a satisfactory performance and knowledge of the subject matter.
10-13	4	Marginal Performance. A student receiving this grade demonstrated a superficial grasp of the subject matter.
0-9	5	Unsatisfactory performance

Course literature (cases, papers, online material...)

Case Studies:
- Waterdrop®: Changing the Paradigms of the Beverage Industry, INSEAD
- Kobe Influencer Marketing: Building Brand Awareness via Social Media, Harvard Business Publishing

Academic Articles
- Penttinen, V. (2023): ” Hi, I’m taking over this account!” Journal of Business Research, 165, 114030. https://doi.org/10.1016/j.jbusres.2023.114030

Harvard Business Review Articles
- Why the Influencer Industry Needs Guardrails
- Does Influencer Marketing Really Pay Off?
- How Brands and Influencers Can Make the Most of the Relationship
- When It Comes to Influencers, Smaller Can Be Better
- Should Your Brand Hire a Virtual Influencer?
- AI with a Human Face

Further readings suggested by the lecturer(s)

Books
- Hollensen, S., Bogdanović, A. (2025): Global Marketing, 9th ed.
- Keller, K. L., Swaminathan, V. (2019): Strategic Brand Management, 5th ed.

Remarks

All information in the course outline is subject to change.