

International Summer University^{WU} 2022

WU (Vienna University of Economics and Business)

Course outline

| Course title | International Marketing with a Special Focus on Strategic Brand Management | |
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| Instructor | Alfred Dolecek, MM.Sc. alfred@dolecek.at WU (Vienna University of Economics and Business) |  |
| Language of instruction | English | |
| Course level | Undergraduate | |
| Contact hours | 35 teaching hours (45 min. each) + wrap-up session on day 8 | |

Aim of the course

The aim of this course is to discuss the challenges international marketers face nowadays and ways how to deal with them. Special emphasis will be put on Brand Management in this context.

Among other topics, we will focus on

- evaluating international business environments,
- assessing and selecting foreign markets,
- developing market-entry strategies, and
- designing suitable marketing strategies to serve international markets.

With regard to Brand Management topics, we will discuss questions such as:

- Why does brand strategy matter?
- What is a global brand?
- Cultural diversity and the global customer.
- Challenges and opportunities for a brand in international markets.

Learning objectives

By participating in the course, you will

- learn to understand the basic challenges of marketing products and services in the international environment
- gain an understanding of international marketing-related trends
- gain an understanding of the value of global brands
- gain knowledge and skills to meet the challenges of successful brand management

- gain the ability to assess and successfully implement brand elements and marketing activities to build brand equity
- apply the knowledge you gained in a real-life group project.

Application requirements

Application requirements for the Undergraduate Program are current enrollment in an undergraduate study program in the fields of business administration. By the time of participation in the ISU^{WU} program, students must have completed a **minimum of one year of undergraduate education** with a specific focus on business administration and related areas.

Applicants interested in participating in the International Summer University^{WU} need an excellent command of the English language. The English language requirements can be found at [ISU^{WU} Language Requirements](#).

Application requirements for WU students can be found on our [application website](#).

Teaching methods

Within this course, a variety of didactic elements are utilized to facilitate the successful completion of the learning outcomes outlined above. The course is delivered as a mix of

- lectures covering theoretical concepts and their application, as well as
- case discussions,
- classroom discussion, which is encouraged and expected, and a
- group project, you will apply your knowledge in.

Attendance and punctuality throughout the course are mandatory.

Pre-course assignment

The pre-course assignment is equivalent to a workload of 20 hours for this undergraduate course. Please note that the pre-course assignment is part of the total workload of the course. It is a preparation for the course in Vienna and **completed by all participants before arrival in Vienna**. There is no need to submit the assignment before class.

The pre-course assignment consists of two assignments.

- Assignment no. 1 (see below) will be assessed through an **entry exam** in the first lecture unit in Vienna (25-minute exam; accounts for 15% of the final grade).
 - For assignment no. 2 (see below), please prepare a short **country presentation**; the presentation accounts for 10% of your final grade.
1. **Entry exam: Please read the articles and watch the videos.** On the first day in class, there will be a 25-minute entry exam. You should be able to answer essay-like questions referring to the content of both the articles and the videos.
 - Douglas B. Holt, John A. Quelch, and Earl L. Taylor. (2004) How Global Brands Compete *Harvard Business Review* <https://hbr.org/2004/09/how-global-brands-compete>
 - BrandZ™ Top 100 Most Valuable Global Brands 2021 <https://www.brandingthebrands.com/PDF/Brandz%20Most%20Valuable%20Global%20Brands%202021,%20Kantar.pdf>, pp. 11-23
 - Levitt, T. (1993) Globalization of Markets. *Harvard Business Review* 61 (3) pp. 92-102 <https://hbr.org/1983/05/the-globalization-of-markets>
 - <https://www.youtube.com/watch?v=75NpeAN-z4k>
 - <https://www.youtube.com/watch?v=CysElomjjTE&feature=youtu.be>
 2. **Country presentation: Research the country profile** of your home country or the country where you are currently studying in. Please identify relevant factors from a **marketing** perspective. Consider issues which might be important to marketers like
 - Country size
 - Number of inhabitants
 - GDP per capita
 - Political stability
 - Level of economic freedom
 - Cultural factors
 - Educational level

- and/or other indicators companies may find relevant. Either use indicators (from various secondary sources) or report on these factors from your subjective point of view (first-hand experience).

Prepare a **5-minute** presentation (e.g., PowerPoint) for a presentation in class.
In case you know other students participating in the same course, you can cooperate to present together (also to avoid overlaps) – please make the presentation 8 minutes per team (**group** of two), or 10 minutes, if you are a group of three students.

Please bring to class either your USB or access code if you store the presentation online or in any cloud (notebook and beamer are available for presentation purposes). There is no need to submit the presentation before class! In class, we will agree on the date of your presentation.

| Course contents | |
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| Day 1 | <ul style="list-style-type: none"> • Entry exam • Introduction to the course • Internationalization process • EPRG framework |
| Day 2 | <ul style="list-style-type: none"> • Market assessment • Market selection • Market entry strategies |
| Day 3 | <ul style="list-style-type: none"> • Competitive advantage in international markets • The role of the Brand • Features and benefits analysis • Country presentations |
| Day 4 | <ul style="list-style-type: none"> • Brand Positioning - What is segmentation? - What are Points-of-Parity and Points-of-Difference? • Global marketing mix • Country presentations |
| Day 5 | <ul style="list-style-type: none"> • Customer-based brand equity • Brand elements • Country presentations |
| Day 6 | <ul style="list-style-type: none"> • Global communication • Country presentations |
| Day 7 | <ul style="list-style-type: none"> • New products and brand extensions • Line and category extensions |
| Day 8 | <ul style="list-style-type: none"> • Group projects - final presentations • Final exam |

| Comments |
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| This is a tentative course syllabus. All content is subject to change. |

| Criteria for successful completion of the course |
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| <p>The final grade consists of the following components:</p> <p>Individual level (60% or less, depending on the country presentation)</p> <ul style="list-style-type: none"> • Entry exam 15% On the first day in class, there is an exam based on the pre-course assignment. The exam includes mini-essay questions (25 minutes). • Pro-active in-class participation 10% This is to reward students for actively participating in the course. Participation is evaluated on activity during the session (participating in discussions, raising interesting issues etc.). As this course is a learning environment, questions/answers are not based on whether they are right or wrong, but meaningful, inspiring and thought-provoking for the group overall. Class attendance is a prerequisite for gaining credits in class participation, however for a high grade active involvement is required! • Country presentation 10% Individual or group task, upon your choice; the presentation should be prepared before the course starts; for details see above. |

Regarding grading, content of the presentation will be considered as approximately two thirds (i.e. 7%) and presentation skills as one third (i.e. 3%) of the overall grade.

- **Final exam** 25%
On the last day in class, there is an exam based on the course content. The exam consists of MC questions (25 minutes).

Group-level (40% or more, depending on the country presentation)

- **Group project** 40%
The objective of this project is to provide students with experience in developing a global Brand for introducing a product to international markets.
- **Grading criteria points**

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| layout and format | 10 |
| correlation to course content | 10 |
| depth of analysis | 10 |
| creativity of presentation | 10 |

Please note: students' attendance and punctuality are mandatory in all classes.

| Assessment |
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| <p>The overall grading scheme of the course will be as follows (total 100%)</p> <ul style="list-style-type: none"> • 90% – 100% - excellent (grade 1) • 80% - 89% - good (grade 2) • 70% - 79% - satisfactory (grade 3) • 60% - 69% - sufficient (grade 4) • 0% - 59% - fail (grade 5). |

| Course literature (cases, papers, online material...) |
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| <ul style="list-style-type: none"> • Power point slides • (Video) case studies <p>Slides and cases are being provided for students by the lecturer on time.</p> |

| Further readings suggested by the lecturer(s) |
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| <ul style="list-style-type: none"> • Hollensen, Svend (2020): Global Marketing, 8th ed., Pearson Education • Keller Kevin Lane (2019): Strategic Brand Management 5th ed., Pearson <p>Further readings will not be provided by the lecturer and are solely suggestions. They are not mandatory for class.</p> <p>If students should be interested in the readings mentioned, they can find them e.g. in the WU library.</p> |

Please note the following information on the total workload of the respective course:

| Course level | ECTS credits | Pre-course workload | In-class activity | Outside of class workload during the program |
|---------------------|---------------------|----------------------------|-----------------------------------------------------------|-----------------------------------------------------|
| Undergraduate | 4 | approx. 20 hours | 27 hours (= 35 teaching units) + wrap-up session on day 8 | approx. 33 hours |