


International Summer University^{WU} 2025

WU (Vienna University of Economics and Business)

Course Outline

Course Title	International Marketing with a Special Focus on Strategic Brand Management	
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)	

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 the digital environment 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?
- Offline and online Brand equity
- 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 offline and online
- apply the knowledge you gained in a real-life group project.

Application Requirements and / or Prerequisites

Application requirements for the International Summer University WU can be found [on the ISU WU website](#).

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](#).

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.
 - Levitt, T. (1993) Globalization of Markets. *Harvard Business Review* 61 (3) pp. 92-102 <https://hbr.org/1983/05/the-globalization-of-markets>
 - 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 2024 <https://www.youtube.com/watch?v=tz71GHHdOUg>
<https://www.huddlecreative.com/blog/branding-trends-innovations-industry-insights-2024>
 - [Stanley Cup](#)
 - [Digital branding learning centre](#)
 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** video presentation (e.g., PowerPoint, YouTube etc.).
 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. There is no need to submit the presentation before class! All presentations will be uploaded to the Canvas platform during the first session. All students will review their peers presentations for discussion in session 2.

Course Contents	
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 selection • Market entry strategies
Day 3	<ul style="list-style-type: none"> • Competitive advantage in international markets • The role of the Brand • Brick and Click Brands
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
Day 5	<ul style="list-style-type: none"> • Customer-based brand equity • Brand elements
Day 6	<ul style="list-style-type: none"> • Global communication • The digital Brand
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

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

Criteria for successful completion of the course

The final grade consists of the following components:

Individual level (60% or less, depending on the country presentation)

- **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).
- **Proactive in-class participation** 10%
 This is to reward students for actively participating in the course. Participation is evaluated based 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**

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

The overall grading scheme of the course will be as follows (total 100%)

- 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

- Power point slides
- (Video) case studies

Slides and cases are being provided for students by the lecturer on time.

Further Readings suggested by the Lecturer(s)

- Hollensen, Svend (2020): Global Marketing, 8th ed., Pearson Education
- Keller Kevin Lane (2019): Strategic Brand Management 5th ed., Pearson

Further readings will not be provided by the lecturer and are solely suggestions. They are not mandatory for class.

If students should be interested in the readings mentioned, they can find them e.g. in the WU library.

Information on the Use of Artificial Intelligence Tools

AI use is encouraged with certain tasks, especially to help with preparation and editing.

Students are invited to use AI platforms to help *prepare* for assignments and projects, e.g., to help with brainstorming or to see what a completed essay might look like. One way to view ChatGPT is as a simulation platform: it can quickly generate a variety of outputs that are flawed but helpful for seeing things differently.

AI use must be tracked and acknowledged. If you used Generative AI programs such as ChatGPT, Quillbot, or Grammarly to assist with your writing beyond spell-check or grammar suggestions, you must acknowledge its use by following the guidelines provided in Monash University's [Acknowledging the Use of Generative Artificial Intelligence](#): specify how and where your readers can expect to see the impact, and include an Appendix for the assignment that shows what aspects were generated.

Any writing, media, or other submissions not explicitly identified as AI-generated will be assumed as original to the student. Submitting AI-generated work without identifying it as such will be

considered a violation Standards of Conduct: "Submitting the work of another person or entity as your own." In such violations, students will receive a "0" until they've modified it to align with AI Policy II above. If I suspect a student has used generative AI without acknowledging it, I will contact them before marking down the assignment.

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 hours) + wrap-up session on day 8	approx. 33 hours