


ISU^{WU} 2021

WU (Vienna University of Economics and Business)

Course outline (distance-learning format)

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	
Aim of the course		
<p>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.</p> <p>Among other topics, we will focus on</p> <ul style="list-style-type: none"> • evaluating international business environments, • assessing and selecting foreign markets, • developing market-entry strategies, and • designing suitable marketing strategies to serve international markets. <p>With regard to Brand Management topics, we will discuss questions such as:</p> <ul style="list-style-type: none"> • 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		
<p>By participating in the course, you will</p> <ul style="list-style-type: none"> • 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 business administration and related fields. 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

- reading materials covering theoretical concepts and their application
- online classes
- applying your knowledge in a group project.

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 and **completed by all participants before the first class**.

The pre-course assignment consists of two assignments.

- Assignment no. 1 (see below) please prepare a paper discussing your favourite "Global" brand. Reason why you consider the brand you have chosen to be global. Length of paper 5 pages DIN A4 plus a list of references; the paper accounts for 15% of your final grade.
- Assignment no. 2 (see below), please prepare a short **country analysis**; the analysis accounts for 10% of your final grade.

1. **Paper "Global Brand"**. Read the articles and watch the videos as a basis for your paper. Please upload your paper at LEARN@WU **until August 2, 2021 23:59 CEST** (Vienna time)

- 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 2019 https://www.brandz.com/admin/uploads/files/BZ_Global_2019_WPP.pdf, pp. 22-29
- 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=D8-PkFqw2Yk>

2. **Country analysis: Research** the **country profile** of your home country or the country where you are currently studying. 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. Please either use indicators (from various secondary sources) or report on these factors from your subjective point of view (first-hand experience).

Prepare a **2-page paper and** upload your paper at LEARN@WU **until August 2, 2021 23:59 CEST** (Vienna time).

Course contents	
Specific dates and times for all live sessions will be communicated soon. From the current point of view, we expect that live sessions will start around 2 or 3 p.m. Vienna time.	
Day 1	<ul style="list-style-type: none"> • Introduction to the course and team building (MS Teams) • Internationalization process • EPRG framework
Day 2	<ul style="list-style-type: none"> • Virtual Classroom • Market assessment • Market selection • Market entry strategies • Market uncertainties imposed by the Corona Crisis
Day 3	<ul style="list-style-type: none"> • Virtual Classroom • Competitive advantage in international markets • The role of the Brand • Features and benefits analysis
Day 4	<ul style="list-style-type: none"> • Virtual Classroom • Brand Positioning - What is segmentation? - What are Points-of-Parity and Points-of-Difference?
Day 5	<ul style="list-style-type: none"> • Virtual Classroom • Global marketing mix • Customer-based brand equity
Day 6	<ul style="list-style-type: none"> • Virtual Classroom • Brand elements • Global communication
Day 7	<ul style="list-style-type: none"> • Virtual Classroom • New products and brand extensions • Line and category extensions
Day 8	<ul style="list-style-type: none"> • Group projects - final presentations • Take home Final exam
Comments	
To accommodate for time differences, individual sessions for feedback and assistance with the group project will be available on request. (These are no substitute for regular virtual classroom attendance) Attendance and punctuality in all live sessions are mandatory.	
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)	
<ul style="list-style-type: none"> • "Global Brand" Paper 15% See Pre-course assignment no. 1 • Country analysis 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. • Pro-active "MSTeams" meeting 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. "MS Teams" attendance is a prerequisite for gaining credits in participation, however for a high grade active involvement is required! • Final exam 25% Take home open book exam (Essay). Students will download the exam from the LEARN@WU platform. The download will be available starting on the 14th of August 2020 00:00 CEST until August 17 (Monday), 23.59 p.m. (CEST, Vienna time). Finished exams have to be uploaded until 17th of August (Monday) 23:59 CEST (Vienna time). Details about format and upload procedure will be provided in time. 	
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.
To take part in the "MSTeams" sessions students need the following:*

a working computer with camera and microphone

a sufficiently good internet connection

Microsoft Teams – accounts will be provided by the WU team

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 (cases, papers, online material...)

- Power point slides
- (Video) case studies
- Articles and book chapters

Slides and cases are being provided for students by the lecturer in sequence of topics either on MS Teams or on Learn@WU.

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 or online.