

## Sílabo

### 1MN077 - Global Branding

#### I. Información general

Nombre del Curso: Global Branding  
Código del curso: 1MN077  
Departamento Académico: Marketing y Negocios Internacionales  
Créditos: 3  
Horas Teoría: 3  
Horas Práctica: 0  
Periodo Académico: 2023-01-PRE  
Sección: A  
Modalidad: Presencial  
Idioma: Inglés  
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#### II. Introducción

The course is addressed to International Business students. It aims to develop analytical and critical competencies for effective decision making in a global marketplace. The main outcome will be producing graduates shaped as effective and efficient managers. These results will be based on the following learning outcomes:

- Refine and understand the principles of Global Marketing Strategy.
- Identify and evaluate the dimensions of Global Brands.
- Understand the variety of Global Consumer segments.
- Commit to new opportunities and new responsibilities of Global Brands.

#### III. Logro de aprendizaje final del curso

The course is for analysing, developing views and constructive insights for a Global Brand Strategy. At the end of the course, the student will be capable to respond to the new challenges and expectations of Global Brands. To accomplish this goal the following criteria: (1) Develop cases to immerse students into realistic business situations. (2) Define appropriate dimensions for launching a product or service for global marketplace.

#### IV. Unidades de aprendizaje

##### Learning Unit 1: Global Branding Phenomenon

##### Logro de Aprendizaje / propósito de la unidad:

Achievement: Learn about the emerge of Global Brands, understand the importance and their role.

##### Contenidos:

- The Global Branding Phenomenon

- Why Consumers Value Brands

### Learning Unit 2: Global Brand Proposition model

#### Logro de Aprendizaje / propósito de la unidad:

Understand how the model analyses brands in their local and global contexts, to determine the manifold influences on brands in different markets, help resolve local versus global brand propositions tensions and develop strategic options for the brand which offer both competitive advantage and value to stake holders.

#### Contenidos:

- Internal Analysis
  - The organization
  - The brand expression
  - Marketing
- External Analysis
  - Conventions
  - Brand perceptions
  - Brand Recognition

### Learning Unit 3: Structures and Processes for Global Brand Building

#### Logro de Aprendizaje / propósito de la unidad:

Understand the organizational structure and management process that enable the global brand to deliver on its promise to its customers, the firms, and other stakeholders.

#### Contenidos:

- Organizational Structures for Global Brands
- Global Brand Management
- Corporate Social Responsibility

## V. Estrategias Didácticas

Participation

Case Discussion

Reading Test

## VI. Sistemas de evaluación

Nombre evaluación	%	Fecha	Criterios	Comentarios
1. Participation	35		<b>Individual 15%</b>  Conceptual domain, class participation and attendance	



			<b>Group 20%</b> Ability to analyse, synthesise and interrelate theories and concepts.  Creativity used for presentations	
2. Case Discussion	35		<b>Individual 15%</b> Ability to analyze, synthesize and interrelate theories and concepts.  <b>Groups 20%</b> Ability to identify and formulate strategies and evaluate business management in the international context (2 Cases)	
3. Reading Test	30		<b>2 Reading Test and 1 Final examination</b>  Conceptual domain, ability to make decisions	

## VII. Cronograma referencial de actividades

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
<b>Semana 1: del 20/03/2023 al 25/03/2023</b>			
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li>• Brief explanation of the course</li> <li>• Global Marketing Tenets</li> <li>• Explanation of the Case Method</li> </ul> <b>Activity:</b> <ul style="list-style-type: none"> <li>• Video y Article Discussion</li> </ul> <b>Materials:</b> <ul style="list-style-type: none"> <li>• Article: Managing Brands in Global Markets: One Size Doesnt Fit All</li> <li>• Video: <a href="https://www.marketingweek.com/2017/01/16/how-disruptors-can-become-global-brands/">https://www.marketingweek.com/2017/01/16/how-disruptors-can-become-global-brands/</a></li> </ul>		
<b>Semana 2: del 27/03/2023 al 01/04/2023</b>			
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li>• The COMET Framework: How Global Brands Create Value</li> <li>• Introduction to Global Brand Proposition Model</li> </ul> <b>Activity:</b> <ul style="list-style-type: none"> <li>• Videos y Discussion</li> <li>• Discussion in class</li> </ul> <b>Materials:</b> <ul style="list-style-type: none"> <li>• Book: Global brand strategy: World-</li> </ul>		

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	wise marketing in the age of branding		
<b>Semana 3 con feriados el jueves 06, viernes 07 y sábado 08: del 03/04/2023 al 08/04/2023</b>			
	<p><b>Learning y Content:</b> Internal Analysis of a Global Business:</p> <ol style="list-style-type: none"> <li>1.The Organization</li> <li>2.The Brand Expression</li> <li>3.Marketing Mix and Implementation</li> </ol> <p><b>Activity:</b></p> <ul style="list-style-type: none"> <li>• <b>Group Presentation + Written overview of one page</b></li> </ul> <p><b>Materials:</b></p> <ul style="list-style-type: none"> <li>• Book: Sicco van Gelder (2005) Global Brand Strategy</li> <li>• GBS_Sicco van Gelder_Ch 1_The Organization <b>Group 1</b></li> <li>• GBS_Sicco van Gelder_Ch 2_The Brand Expression <b>Group 2</b></li> <li>• GBS_Sicco van Gelder_Ch 3 Mkt Mix and Implementation <b>Group 3</b></li> </ul>		
<b>Semana 4: del 10/04/2023 al 15/04/2023</b>			
	<p><b>Learning y Content:</b> <b>External Analysis of Global Business:</b></p>		

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	<ul style="list-style-type: none"> <li>Local Conventions</li> <li>The Hofstede model applications to global branding and advertising strategy and research</li> </ul> <p><b>Activity:</b></p> <ul style="list-style-type: none"> <li><b>Group Presentation + Written overview of one page</b></li> </ul> <p><b>Materials:</b></p> <ul style="list-style-type: none"> <li>GBS_Sicco van Gelder_Ch 4 Local Conventions <b>Group 4</b></li> <li>De Mooij, M., y Hofstede, G. (2010).</li> </ul>		
<b>Semana 5: del 17/04/2023 al 22/04/2023</b>			
	<p><b>Learning y Content:</b></p> <ul style="list-style-type: none"> <li>Brand Domain</li> <li>Brand Reputation</li> <li>Brand Affinity</li> <li>Brand Recognition</li> </ul> <p><b>Activity:</b></p> <ul style="list-style-type: none"> <li>Group Presentation + Written overview of one page</li> <li>Mini test</li> </ul> <p><b>Materials:</b></p> <ul style="list-style-type: none"> <li>GBS_Sicco van Gelder_Ch 5 Brand Domain <b>Group 1</b></li> <li>GBS_Sicco van Gelder_Ch 6 Brand Reputation <b>Group 2</b></li> <li>GBS_Sicco van Gelder_Ch 7 Brand Affinity <b>Group 3</b></li> <li>GBS_Sicco van Gelder_Ch 8 Brand Recognition <b>Group 4</b></li> </ul>		

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
<b>Semana 6: del 24/04/2023 al 29/04/2023</b>			
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li>• Customer Propositions for Global Brandsy Global Marketing Mix Decisions</li> </ul> <b>Activity:</b> <ul style="list-style-type: none"> <li>• Reading Test 1</li> </ul>		
<b>Semana 7: del 01/05/2023 al 06/05/2023</b>			
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li>• Case 1</li> </ul> <b>Activity:</b> <ul style="list-style-type: none"> <li>• Discussion in class</li> <li>• Individual y Group Evaluation</li> <li>• Read the case before class</li> </ul> <b>Materials:</b> <ul style="list-style-type: none"> <li>• Each group should read, analyse, present to the class.</li> </ul>		
<b>Semana 8 de exámenes parciales: del 08/05/2023 al 13/05/2023</b>			
	<b>MID-COURSE EXAMINATION: 9rd to 14h May</b>		
<b>Semana 9: del 15/05/2023 al 20/05/2023</b>			
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li>• Structures and Processes for Global Brand Building: Organizational Structures for Global Brands</li> </ul>		
<b>Semana 10: del 22/05/2023 al 27/05/2023</b>			

Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li>Structures and Processes for Global Brand Building: Global Brand Management</li> </ul> <b>Activity:</b> <ul style="list-style-type: none"> <li>Discussion in class</li> </ul> <b>Materials:</b> <ul style="list-style-type: none"> <li>Reading on BB</li> </ul>		
<b>Semana 11: del 29/05/2023 al 03/06/2023</b>			
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li><b>Case 2:</b></li> </ul> <b>Activity:</b> <ul style="list-style-type: none"> <li>Discussion in class</li> <li>Individual y Group Evaluation</li> <li><b>Read the case before class</b></li> </ul> <b>Materials:</b> <ul style="list-style-type: none"> <li>Each group should read, analyse, present to the class.</li> </ul>		
<b>Semana 12: del 05/06/2023 al 10/06/2023</b>			
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li>Structures and Processes for Global Brand Building: Corporate Social Responsibility</li> </ul> <b>Activity:</b> <ul style="list-style-type: none"> <li>Discussion in class</li> <li><b>Group Activity</b></li> </ul>		
<b>Semana 13: del 12/06/2023 al 17/06/2023</b>			



Unidades de aprendizaje	Contenidos y actividades a realizar	Recursos y materiales	Evaluaciones
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li>Global Brand Performance: Global Brand Equity y Global Brands and Shareholder Value</li> </ul> <b>Activity:</b> <ul style="list-style-type: none"> <li>Reading Test 2</li> </ul>		
<b>Semana 14: del 19/06/2023 al 24/06/2023</b>			
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li>Learnings of global brands during pandemic</li> </ul> <b>Activity:</b> <ul style="list-style-type: none"> <li>Group Presentation</li> </ul> <b>Materials:</b> <ul style="list-style-type: none"> <li>Research by each group</li> </ul>		
<b>Semana 15 con feriado jueves 29: del 26/06/2023 al 01/07/2023</b>			
	<b>Learning y Content:</b> <ul style="list-style-type: none"> <li>The Future of Global Brands</li> </ul> <b>Activity:</b> <ul style="list-style-type: none"> <li>Final Examination in class</li> <li>Individual Evaluation</li> </ul>		
<b>Semana 16 de exámenes finales: del 03/07/2023 al 08/07/2023</b>			
	<b>FINAL EXAMINATIONS</b>		

## VIII. Referencias bibliográficas

### Obligatoria

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