Hanze University of Applied Sciences
Groningen

Course: International Branding   credits: 5

Course code	ICVB20THY2	**Modes of delivery**	Lecture
Name	International Branding		Tutorial
Study year	2022-2023	**Assessments**	International Branding - Computer,
ECTS credits	5		organised by STAD examinations
Language	English		
Coordinator	N. Karabulut		

Learning outcomes

Content

As barriers preventing the exchange and integration of finances, trade and ideas across the world are falling, more and more companies are gaining the ability to operate on international level. Competition now extends beyond national borders. As a result, international marketing and brand management have become increasingly important. Marketing and branding decisions are intertwined, and each marketing decision has a determining effect on the brand image. As communication professionals, students will be challenged to translate these marketing decisions into effective marketing communication strategies. These strategies aim to create strong brands on a global level, covering both offline and online aspects, and thinking from the organization's perspective.

Therefore, the International Branding course emphasizes the evaluation and choice of strategic alternatives that best help to achieve organizational objectives in branding in a relatively complex international business environment. As such, the course focuses on equipping the student with tools and knowledge to assess the context, decide which markets to enter and how to enter them, and to translate the outcome of the company's entry strategy into a clearly defined, dynamic branding strategy and branding programs.

Highlighted subjects include:
- The international marketing environment
- Country selection process and market selection process
- Building global brands,
- Creating value for global brands
- Online and social media strategies for brands

Competences Programme learning outcomes Junior professionals:	Programme learning outcomes Junior professionals:	Level 3 (final project phase)	Where assessed?
1. **Context & strategy**	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	**Analyse** relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.	**International Branding**
1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.	**Monitor** recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.	**International Branding**	
1. **Target group & behaviour**	1. Conduct applied research in a methodological way and use suitable research methods.	Conduct research in a methodological way, use suitable research methods and **evaluate** the research.	**N/A**
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	**Evaluate** the needs, wishes and (inter)cultural factors of **all relevant** stakeholders, and translate them into a professional product.	**International Branding**	
1. Account for communication	**Assess** insights from knowledge and theory	**N/A**	

interventions based on knowledge, theory and research insights.	in order to support effective communication interventions.		
1. **Concept & creation**	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	**Develop** a creative concept using creative methods and techniques, and **account** for the extent to which the concept is suitable for the target group as well as the organisation's goals.	N/A
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	**Account** for the application of channels and (digital) tools in order to deliver communication suitable for the target group.	**International Branding**	
1. Create relevant content tailored to the concept and the organisation's goals.	**Create** relevant content and/or a **prototype of a professional product**, and **substantiate** the way that it is/they are tailored to the organisation's goals.	**International Branding**	
1. **Planning & organisation**	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	**Design the communication plan** for and organise the implementation of a **complex** professional product, **taking into account** target groups, goals and budgets.	N/A
1. **Persuasion & commitment**	1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.	**Advise** on the organisation's communication, taking into account the organisation's goals and communication strategy in a **complex context.**	**International Branding**
1. Communicate[1] orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	**Communicate** orally and in writing in a correct, target group-oriented, business-like and **convincing manner**, and are able to explain their points of view in both internal and external communication.	N/A	
1. **Connection & facilitation**	1. Organise interaction and collaboration, arrange networking or	**Organise** interaction and collaboration, arrange networking or	N/A

other meetings, expand their national and international network, and draw on this network for specific knowledge or information.

other meetings, expand their national and international network, and draw on this network for specific knowledge or information requirement.

1. Recognise opportunities, develop initiatives and dare to experiment.

Are able to think **out of the** box, experiment and create or co-create novel solutions.

N/A

Included in programme(s)

Communication
International Communication

School(s)

School of Communication, Media & IT

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