

Vak: International Branding

credits: 5

Vakcode	ICVB20THY2
Naam	International Branding
Studiejaar	2023-2024
ECTS credits	5
Taal	Engels
Coördinator	N. Karabulut

Werkvormen	Hoorcollege Werkcollege
Toetsen	International Branding - Computer, organisatie ToetsCentrum

Leeruitkomsten

The following competencies are assessed on level 3:

1. Context & strategy

PLO1: **Analyse** relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.

PLO2: **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.

2. Target group & behaviour

PLO4: **Evaluate** the needs, wishes and (inter)cultural factors of **all relevant** stakeholders, and translate them into a professional product.

3. Concept & creation

PLO7: **Account** for the application of channels and (digital) tools in order to deliver communication suitable for the target group.

PLO8: **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.

5. Persuasion & commitment

PLO10: **Advise** on the organisation's communication, taking into account the organisation's goals and communication strategy in a **complex context**.

Inhoud

As barriers preventing the exchange and integration of finances, trade and ideas across the world are diminishing, more and more companies are gaining the ability to operate on international level. Competition now goes 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. As communication professionals, students will learn how these marketing decisions affect the success of a brand and they 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. Students learn that building a strong brand on global level is not only limited to creating perfect communication strategies but it is also strongly related to marketing decisions. For instance, when a company doesn't make the right entry decision or choose the right business partner it is definitely bound to fail even if they design the most perfect communication strategy.

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. This course is an information intensive course and students are required to do presentations about case studies in groups.

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

Opgenomen in opleiding(en)

Communicatie
International Communication

School(s)

Instituut voor Communicatie, Media & IT

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