

Course		
Branding: the global perspective		
Lecturer	Duration	ECTS/Credit Points
Miriam Salomão	International Week	3 CP
Course Character	Semester	Course Language
Elective Course	Fall	English
Prerequisites		
There are no prerequisites for this course		
Description of the Course		
<p>The objective of the course is to familiarize you with basic principles of branding in a global context, by recognizing that a well-managed brand can be a valuable asset for the company.</p> <p>At the end of the course, you will be able to: (a) analyse how brand elements and its identity system can be used to build a strong brand; (b) identify the brand equity dimensions and how to potentialize each one; (c) understand different profiles of consumers and how they get connected (or not) with global brands; (d) understand how local x global brands can take advantages of their internationality.</p> <p>We'll adopt active learning methodology, which means that you're responsible for your own learning process. So, bring your perceptions about global brands, bring your examples as consumers, bring real cases to classes. But most of all, bring your energy and willingness for healthy debates! Dialogued lectures and group discussions will do the rest!</p> <p>On the last day, we'll conclude with the presentations of your group projects.</p>		
Course Components		
<p>The evaluation (final grade) will be based on both your in-class participation and group presentation.</p> <p>Thus, your participation is highly encouraged in every class! And the groups' presentation will take place at the last class. Your group will have 15 minutes to present a brand project (presentation must be in English, using PowerPoint or similar). Since it is an opportunity of sharing experiences, it is still part of the learning process!</p>		
Preparation for and Participation in Class		
<p>In the previous weeks (and also during the course week), think about the brands that you had contact with (global or not), the brands that you enjoy, or even hate! Pick 2-3 brands and do some research about each one of them: when and where it was launched, what are the brands it competes with, in which countries it is available, who is its target consumer, etc. Take notes!</p>		
Course Outline		
<p>Class 1: Branding fundamentals</p> <ul style="list-style-type: none"> • Brand elements • Local, regional, international, and global brands <p>Class 2: Brand identity</p> <ul style="list-style-type: none"> • Essential and expanded identity 		

- Value proposition
- Brand positioning x brand image

Class 3: Brand equity

- Consumer-based perspective and Aaker's model
- Brand as an asset (brand valuation)

Class 4: Global consumer

- Migration, cultural changes, consumption globalization
- The acculturation perspective X The social identity perspective
- The perception of brand globalness

Class 5: Groups presentation

References

Basic literature:

- Aaker, D. A. (1992). Managing the most important asset: brand equity. *Planning Review*, 20(5), 56–58.
- Aaker, D. A., & Joachimsthaler, E. (1999). The Lure of Global Branding. *Harvard Business Review*, 77(6), 137–146. <https://doi.org/10.1086/250095>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Harlow, United Kingdom: Pearson.

Advanced literature:

- Balabanis, G., & Diamantopoulos, A. (2004). Domestic Country Bias, Country-of-Origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach. *Journal of the Academy of Marketing Science*, 32(1), 80–95.
- Christodoulides, G., Cadogan, J. W., & Veloutsou, C. (2015). Consumer-based brand equity measurement: Lessons learned from an international study. *International Marketing Review*, 32(3–4), 307–328.
- Davvetas, V., Sichtmann, C., & Diamantopoulos, A. (2015). The impact of perceived brand globalness on consumers' willingness to pay. *International Journal of Research in Marketing*, 32(4).
- Motameni, R., & Shahrokhi, M. (1998). Brand Equity Valuation: A Global Perspective. *Journal of Product & Brand Management*, 7(4), 275–290.
- Özsomer, A. (2012). The Interplay Between Global and Local Brands: A Closer Look at Perceived Brand Globalness and Local Iconness. *Journal of International Marketing*, 20(2), 72–95.
- Roy, R., & Chau, R. (2011). Consumer-based brand equity and status-seeking motivation for a global versus local brand. *Asia Pacific Journal of Marketing and Logistics*, 23(3), 270–284.
- Strizhakova, Y., & Coulter, R. A. (2015). Drivers of local relative to global brand purchases: A contingency approach. *Journal of International Marketing*, 23(1), 1–22.
- Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1–14.
- Zeugner-Roth, K. P., Žabkar, V., & Diamantopoulos, A. (2015). Consumer ethnocentrism, national identity, and consumer cosmopolitanism as drivers of consumer behavior: A social identity theory perspective. *Journal of International Marketing*, 23(2), 25–54.

Important Note:

The above outline is tentative and can be modified. This outline is only designed to give students an idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.