

**COURSE DATA****Data Subject**

Code	42052
Name	Branding in international markets
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	4 - Specialty in international marketing	Optional

Coordination

Name	Department
CUENCA BALLESTER, ANTONIO CARLOS	43 - Marketing and Market Research

SUMMARY

Branding in International Markets. The purpose of this subject is that the student knows the different aspects that affect the management of an international brand and how to turn this into a source of competitive advantage in the processes of internationalization of the company.

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**

There are no specified enrollment restrictions with other subjects of the curriculum.



Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master.

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.
- Conocer las herramientas del marketing mix y ser capaz de utilizarlas de forma adecuada a cada contexto.
- Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.
- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.



- Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES

Select and correctly use different sources of information in both traditional and electronic formats.
Handle and correctly interpret quantitative and qualitative data to convert them into useful information for decision-making.

Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated way.

Articulate an oral discourse, structured, coherent, with good diction and use of technical vocabulary.

Argue and counter-argue.

Select the target audience in an international context.

Set objectives and design marketing strategies to achieve these in an international context.

Make decisions in a complex competitive environment.

Design marketing actions in an international context.

Use the technical vocabulary of the subject

DESCRIPTION OF CONTENTS

1. The brand as a source of competitive advantage in the processes of internationalization of the company

- 1.1. The brand as the most valuable resource of the organization.
- 1.2. The brand as a source of competitive advantage.
- 1.3. Brand policy and management as a source of competitive advantage
- 1.4. The internationalization of the brand.
- 1.5. Global brands versus local brands
- 1.6. Strategic vision of global brands

2. The identity of the brand: models and sources of creation

- 2.1. Identity and brand value
- 2.2. Brand identity and graphic identity.
- 2.3. Brand identity and image.
- 2.4. Brand identity and positioning
- 2.5. Legitimacy, creativity and affectivity of the brand.



2.6. Meaning of the elements of the brand identity

3. The sources of brand identity

- 3.1. The product or service
- 3.2. The packaging
- 3.3. The brand name
- 3.4. The logos, symbols and characters.
- 3.5. The slogan
- 3.6. Historical and geographical roots (the effect made in)
- 3.7. The global communication of the brand.
- 3.8. Internet as a source of brand creation

4. Measurement and assessment of the identity and image of the brand. The relational value

- 4.1. Phases of the brand evaluation process
- 4.2. Landor Associates Method: image power
- 4.3. DDB method Needham Worldwide
- 4.4. Brand Asset Valuator by Young & Rubicam
- 4.5. Brand Dynamics and BRANDZ from Millward Brown International
- 4.6. ACNielsen Global Brand Report
- 4.7. Other brand studies.
- 4.8. Valuation of brands on the Internet

5. Economic-financial assessment of brands

- 5.1. Importance, motivations and strategic applications of the valuation and accounting of brands
- 5.2. Main methods of branding
- 5.3. Method of Interbrand Group.
- 5.4. Brand Finance method plc.
- 5.5 Simon and Sullivan's stock method.
- 5.6. Method of Consor Inc (formerly Trademark & Licensing Associates)
- 5.7. Valuation of brands from the accounting perspective.
- 5.8. Accounting of brands.
- 5.9. Benefits and repercussions in marketing management

6. The international management of the brand

- 6.1. International trademark policy.
- 6.2. Export policy without brand.
- 6.3. White label or brand of the distributor
- 6.4. Brand policy as a differentiation strategy
- 6.5. Brands portfolio?: a brand versus several brands
- 6.6. Determining factors of the brand strategy.
- 6.7. Growing trend towards the rationalization of brand portfolios

**7. Strategies for creating international brands**

- 7.1. Geographical extension: direct export, investment or Joint ventures
- 7.2. The franchise of the brand
- 7.3. International licenses.
- 7.4. Acquisition of brand
- 7.5. Brand partnerships

8. Legal protection of the brand

- 8.1. The trademark industrial property system
- 8.2. The legal protection of the trademark (the registration of industrial property)
- 8.3. The brand from the legal perspective.
- 8.4. The legal protection of brands in international markets
- 8.5. The registration of the brand at a national level: the case of Spain
- 8.6. The community channel for trademark registration: the Community trademark
- 8.7. The international way to register trademarks: the Madrid system
- 8.8. The protection of the brand on the Internet
- 8.9. The piracy of brands and trends for the protection of industrial property

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	35,00	100
Theory classes	0,00	100
Attendance at events and external activities	5,00	0
Preparation of evaluation activities	25,00	0
Preparing lectures	30,00	0
Preparation of practical classes and problem	30,00	0
TOTAL	125,00	

TEACHING METHODOLOGY

Theoretical classes participatory master class
Discussion of articles (readings)
Resolution of practical cases
Problems
Project development
Discussion or directed discussion
Expert conferences
Workgroup



The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

The assessment system of the subject of Branding includes two possible itineraries: The itinerary called A involves class attendance and the delivery of 3 practical cases (with a maximum score of 4 points) and 3 activities prior to a topic (with a score maximum of 2 points). If for work or other reasons the student can not deliver at least 2 practical cases and 2 activities prior to a topic, they will have the option to follow another itinerary, called B, which involves a theoretical-practical exam at the end of the semester to be evaluated. over 6 points.

In both itineraries, the remaining 4 points are evaluated with the presentation of the final semester project on the internationalization process.

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

REFERENCES

Basic

- Cerviño, J. (2002): Marcas Internacionales. Como crearlas y gestionarlas, Ed. Pirámide. Madrid.

Additional

- Jiménez, A.I., Calderón, H., Delgado, E., Gázquez, J.C., Gómez, M.A., Lorenzo, C., Martínez, M.P., Mondéjar, J.A., Sánchez, M. y Zapico, L.M. (2004). Dirección de productos y marcas. UOC, Barcelona.
- Kotler y Lane (2006): Marketing Management 12ª edición. En español, Dirección de Marketing, Kotler, Lane, Cámara y Moyá. Prentice-Hill, Madrid, 2006.
- Ley 17/2001 de 7 de Diciembre, de Marcas.
- Lambin, J-J., Gallucci, C. y Sicurello, C. (2009): Dirección de Marketing. Gestión Estratégica y Operativa del Mercado. McGraw-Hill.
- Minsky, L . y Geva . I. (2019): Global Brand Management: A Guide to Developing, Building & Managing an International Brand. KoganPage
- Sánchez, J. y T. Pintado (2009): Imagen Corporativa. Influencia en la gestión empresarial, Esic. Madrid.
- Trespalacios, J.A., Díaz, A.M., y González, C. (2006): Variables determinantes de la elección de marcas del distribuidor: algunas observaciones empíricas, Revista Europea de Dirección y Economía de la Empresa, nº 4, pp. 16-20.



ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

The teaching of the 2020-2021 academic year to which this Teaching Guide refers is scheduled in face-to-face mode.

If at any time, during the course, for justified and supervening reasons it could not be carried out as planned, the responsible teaching staff will communicate more specific and detailed information about the changes that should be made through the Virtual Classroom of the subject.

Given the possibility of quarantine of some students or confinement of the population, the possibility of teaching distance learning by synchronous methods is contemplated, allowing the full development of the program.

The appropriate measures will be taken, if necessary, to facilitate access to the training sessions for any student who has to observe quarantine unexpectedly throughout the course.