

Vak: International Branding

credits: 5

Vakcode ICVB20THY2
Naam International Branding
Studiejaar 2020-2021
ECTS credits 5
Taal Engels
Coördinator N. Karabulut

Werkvormen Hoorcollege
 Werkcollege
Toetsen International Branding - Computer,
 organisatie tentamenbureau

Leeruitkomsten

The following learning outcomes (LO) refer to the LOCO programme competences at level 3 (bachelor degree). Explanation of abbreviation competences:

1. Context & strategy
 - identifies the dynamics and forces in international business environments that affect the internationalization process of companies,
 - identifies trends and developments in international markets, media landscapes and branding, and can translate these insights into communication strategy.
2. Target group & behaviour
 - recognises the contextual factors on the local level that influence the perception and behaviour of the target group and can translate these insights into communication and branding strategy
3. Concept & creation
 - designs, develops and applies strategic professional communication products to create, improve and/or sustain a positive image for their brands.

Inhoud

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

Opgenomen in opleiding(en)

International Communication
 Communicatie

School(s)

Instituut voor Communicatie, Media & IT