LSPR Communication & Business Institute

Subject Syllabus

Subject Code : MKTC14

Subject Title : Global Brand Strategy

Subject Specification : For students in Marketing Communication Major

Subject Overview : Global Brand Strategy is a pivotal course in the Marketing Communication concentration, part of the Communication Study Program. This course prepares students to expertly craft and critically assess strategies for creating and maintaining a consistent and influential global brand identity. Through comprehensive learning, students are trained to understand how to make a brand not only recognizable worldwide but also resonant across diverse cultures, ensuring its relevance and success on a global scale.

Course Objectives :

1. The students recognize the importance of basic understanding of global brand strategy, global marketing mix, global promotion mix, global brands as a theory and concept.
2. The students appreciate the need of global brand asset and the application in proposal or project.
3. The students understand the significance of the creativity and innovation in global brand also in the project.
4. The students become familiar with a range of global branding, brand activation tools, sufficient to take part in Project and proposal tasks.
5. The students will improve their critical thinking skills as they achieve the knowledge outcomes
6. The students will understand the ethical obligations of a professional Global Brand Communication & Activators, appreciate the ethical and culture of that brand
7. The students will take pride in Global Brand Communication & Activation plan and event after this subject also prepare them for the practical courses in the next semester.

Course Method: Interactive Lectures, Problem Based Learning, Cooperative Learning, Discovery Learning, Problem-solving Discussions, Case Based Learning, Case Small/Focus Group Discussions, Class Presentation.

Learning Outcome (Competence) :

Knowledge : Able to explain marketing background and analyse and describe Global Brand and Brand Identity as well as brand functions and elements.

Skill : Able to apply Analytical thinking, Creativity & Designing, Presentation Skill, Teamwork, Listening

Attitude : Able to apply politeness, conscientious and sociable behaviour and uphold openness and be able to accept criticism and suggestions.

Course content :

Week	Topic
1	Introduction to & The Cambrian Explosion of Brands
2	The COMET Framework: How Global Brands Create Value
3	Customer Propositions for Global Brands
4	Global Marketing Mix Decisions
5	Global Brand Building in the Digital Age
6	Organizational Structures for Global Brands
7	Brand identity and Global Brand Management
8	Mid Examination
9	Brand Activation - Corporate Social Responsibility
10	Global Brand Equity
11	Global Brands and Shareholder Value
12	Brand Activation Tactics
13	Brand activation tactics & Implementation Plan + Coursework Project
14	The Future of Global Brands
15	Project Presentations & Discussion
16	Final Examination

Grading System :
In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :
As a general rule, students are evaluated based on the following criteria:
Final Examinations 35%
Mid-term Examinations 25%

Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Week	Topic	Area of Discussion (Detail)	Activities
1	Introduction to & The Cambrian Explosion of Brands	Overview of the evolution of brands from ancient markers to complex digital identities, emphasizing the exponential growth in brand variety and sophistication.	Lecture, Introduction Video, Discussion
2	The COMET Framework: How Global Brands Create Value	Examination of the COMET framework which details how global brands leverage community, offering, management, experience, and technology to create value.	Lecture, Case Study Analysis, Group Activity
3	Customer Propositions for Global Brands	Discussion on how global brands craft compelling value propositions that resonate across diverse markets.	Workshop, Role Play, Development of Proposition Drafts
4	Global Marketing Mix Decisions	Strategies and challenges in adapting the marketing mix internationally, including product, price, place, and promotion decisions.	Interactive Session, Simulation Game
5	Global Brand Building in the Digital Age	How brands use digital tools and platforms to build and maintain their global presence, focusing on social media, content marketing, and digital advertising.	Guest Lecture, Digital Campaign Planning Workshop
6	Organizational Structures for Global Brands	Analysis of different organizational structures for managing global brands effectively, from centralized to decentralized approaches.	Lecture, Case Study Presentations
7	Brand Identity and Global Brand Management	Deep dive into creating and managing a cohesive brand identity across varied markets, including maintaining consistency while allowing for local adaptation.	Group Project, Peer Review
8	Mid Examination	Assessment of knowledge and understanding of the first half of the course content.	Written Examination
9	Brand Activation - Corporate Social Responsibility	Exploring the role of CSR in brand activation, how it enhances brand image, and the integration of CSR strategies in brand planning.	Case Studies, CSR Project Planning
10	Global Brand Equity	Understanding and measuring brand equity on a global scale, exploring methods to enhance and assess the impact of brand equity.	Lecture, Brand Equity Analysis Workshop

Week	Topic	Area of Discussion (Detail)	Activities
11	Global Brands and Shareholder Value	Discussing how global brands impact shareholder value, including aspects of financial performance linked to branding efforts.	Seminar, Financial Analysis Exercise
12	Brand Activation Tactics	Review of various tactics for brand activation, focusing on both digital and traditional methods, and when and how to apply them effectively.	Practical Exercises, Role-playing
13	Brand activation tactics & Implementation Plan + Coursework Project	Students apply their knowledge to create a comprehensive brand activation strategy and implementation plan for a hypothetical or real company.	Coursework Project, Mentorship Meetings
14	The Future of Global Brands	Discussing upcoming trends and future directions in global branding, including the impact of emerging technologies like AI and machine learning.	Panel Discussion, Future Scenario Workshop
15	Project Presentations & Discussion	Students present their projects on brand activation strategies and receive feedback. Critiques and discussions emphasize practical applications and theoretical understanding.	Project Presentations, Feedback Session
16	Final Examination	Final assessment to evaluate the comprehensive understanding of the course material and the ability to apply it to real-world scenarios.	Written Examination

Midterm Paper Guideline : Paper & Presentation Examination

Final Paper Guideline : Group Project or Group Presentation & QA Session

References :

1. Steenkamp, Jan-Benedict. (2017). Global Brand Strategy - World-wise Marketing in the Age of Branding. . London: Palgrave McMillan
2. Kitchen, Philip J. & Tourky, Marwa E.. (2022). Integrated Marketing Communications_ A Global Brand-Driven Approach. Switzerland: Palgrave McMillan.
3. Aaker, David. (1996). Building Strong Brands. New York: The Free Press.
4. Kotler, Keller, Goodman, Brady & Hansen. (2019). Marketing Management - European Edition (4th Ed). UK: Pearson Education, Inc. -- Read chapter. 13
5. Aaker, David. (2011). Brand Relevance_ Making Competitors Irrelevant. San Francisco, CA: John Wiley & Sons, Inc
6. Rees , Sian. (2020) Public Relations, Branding and Authenticity - Brand Communications in the Digital Age. New York: Routledge.
7. Aaker, David (2014) Aaker on Branding_ 20 Principles That Drive Success. New York: Morgan James Publishing.

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