

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Branding in International Environment
Name of the subject in English:	Branding in International Environment
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-BRAINE-03-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	[Principles of Marketing (fulfillment)]

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The students will understand the basic idea and specific techniques, methods of Brand Management with focus on international brands and markets. They will learn the importance of the differences of the various international environments, the local cultural, sociological and other factors in building and maintaining a brand. They will also learn and practice specific brand building practices with strong strategic focus, starting from long term brand concept to actual steps of building an internationally strong presence.

The aim of the course is to teach the students to deal with brands in an international marketing theatre, understand the key leverage points that make a brand successful. The course strongly focuses on actual practical knowledge and viewpoint. As a result, they will be equipped with useful tools when building their own brands in the future.

SUMMARY OF THE CONTENT OF THE SUBJECT

To student will understand the basic idea and specific techniques, methods in Brand Management with special focus on international brands and markets.

Practical knowledge will be given, to equip the students with tools and knowledge for building their brands, companies or simple themselves in the international level. The course will contain large number of practical hints, case studies and will strongly build on the active participation of the students. As the course is in English and a large number of different cultures, countries will be represented in the class possibly, it will be a course with high level of international, intercultural learnings, so the students will be able to use their own examples. Therefore learn in a very quick and effective way.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

During the lectures the students will have to analyse and learn several case studies, examples of real life practice. This work will be done both on an individual and a group basis. In the end of the course the students will have to take an oral exam. Marking will be on a five scale score system.

Additionally, the students may prepare 5 submissions, for the total of 50 points (10 points each). These submissions will not be compulsory, have to be submitted on Coospace and I will give a short evaluation.

Activity during class also will be rated with the maximum of 10 points at the end of the

semester.

Also, there will be short tests/checks of how the students are able to accomplish the subject. These short test will be at the beginning of some lessons and relate to topics already discussed. (For example, 5 questions about the previous lesson.)

EVALUATION OF THE SUBJECT:

Result of the studies will be evaluated on the following factors:

- active participation during class (interaction with the topic, ask questions, have views and argue) - max 10 points at the end of the semester
- exam (five scale)

- non-mandatory submissions, 5 pcs, max 50 points
- pre-lesson short tests on subject (number is not defined)

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Philip Kotler, John A. Caslione : Chaotics: The Business of Managing and Marketing in the Age of Turbulence, AMACOM, 2009, https://www.amazon.com/Chaotics-Business-Managing-Marketing-Turbulence/dp/0814415210/ref=sr_1_fkmr0_1?dchild=1&keywords=kotler%2C+castliogne+chaotics&qid=1632398008&s=books&sr=1-fkmr0
- Flemming Hansen and Lars Bech Christensen: Branding and Advertising, Samfundslitteratur, 2003
- Philippe Sachetti, Thibaud Zuppinger: New Technologies and Branding, John Wiley & Sons, Incorporated, 2018
- Clotaire Rapaille: The Culture Code, Currency, 2007, https://www.amazon.com/Culture-Code-Ingenuous-Understand-People/dp/0767920570/ref=sr_1_5?dchild=1&keywords=culture+code&qid=1632398008&s=books&sr=1-5