## Module/Course Description/Syllabus

<table>
<thead>
<tr>
<th>Module:</th>
<th>International Brand and Sales Management</th>
</tr>
</thead>
</table>
| Module courses: | Strategic Brand Management and Branding Tools  
Brand Case Studies  
Branding Seminar  
Conceptual Seminar |
| Course Title: | Strategic Brand Management and Branding Tools |
| Recommended alternative module or courses: | Courses taken at partner university abroad |
| Course of studies: | International Corporate Communication and Media Management (ICCMM) |
| HISinOne Code: | 1430221 |
| Study Cycle: | ☐ first  
☑ second  
☐ third  
☐ short |
| Frequency: | ☐ winter term  
☐ summer term  
☒ each semester |
| Language competence Level: | ☒ |
| Responsible for the Module/Course: | Prof. Dr. Jens Uwe Pätzmann |
| Lecturer/s: | Prof. Dr. Jens Uwe Pätzmann |
| Type of course: | ☑ compulsory  
☐ optional |
| Mode of delivery: | face-to-face |
| Language of Instruction: | ☑ English  
☐ German |
| Level of course: | 3rd semester |
| Teaching Methods: | Lecture  
Exercises  
Discussion |
| Volume: | Hours per semester week 02 |
| Work parameters: | Contact hours in lecture form | Exercises (hours) | Self-studies (hours) | All together (hours) |
| | 15 | 15 | 16 | |
| ECTS-Credits: | 02 |
| Number of Participants: | 10 - 15 (ICCMM) 20 (MAM) |
| Length of programme: | 1 semester |
| Use for other studies: | Corporate Communication Strategy and Concepts  
Marketing and Marketing Communications  
Media Management  
Media Design and Production |
### Prerequisites:

- Bachelor degree with 210 ECTS and results of 2.3 or better
- A minimum of 30 ECTS in communication modules

### Learning outcomes:

+ Brand Management seeks to increase a product’s or service’s perceived value to the customers.
+ It is therefore an important key to success in markets, where products and services adjust more and more.
+ The aim of this module is to provide students with all relevant theoretical dimensions of successful Brand Management.
+ Further they will become acquainted with branding tools and they will learn how to use them effectively.

### Content:

After having introduced students to the relevant methods of modern branding, they will get to know and actively learn how to develop branding strategies:

1. Brand Concept (Brand Definition)
2. Brand Positioning
3. Brand Personality
4. Brand Architecture
5. Brand Planning (Customer Insights, Target Group Prototyping, Target Group Diary, Integrated Creative Brief, Channel Integration Plan, Claim and Key Visual, Content Planning)
6. Internal Branding
7. Brand Controlling
There are no examinations, but this lecture is closely related to the course Branding Case Studies.

**Assessment methods/components:**

Specific lecture notes and visualizations via data projector / Power Point

Interactively developed content via whiteboard/flip chart

Script/selected webpages/videos/cases on international branding cases/issues provided on the university’s e-learning platform (moodle)

Group work and classroom interaction through exercises; discussion/dialogue on cases/presentations

Guest lectures from international subject experts and company representatives (not regularly)
### Required reading and other learning resources/tools:

- Kapferer, Jean N.: The New Strategic Brand Management (latest edition)
- Keller, Kevin L.: Strategic Brand Management (global edition)
- Kotler, Philip/Keller, Kevin: Marketing Management (global edition)
- Perrey, Jesko/Freundt Tjark/Spillecke, Dennis: Power Brands (latest edition)
- Szmigin, I./Piacentini, M.: Consumer Behaviour (latest edition)

### Recommended reading and other learning resources/tools:

- Journal of Brand Management
- Journal of Consumer Behaviour
- Journal of Consumer Culture
- Journal of Consumer Psychology

### Document Version:

1

### Document Date:

23.02.2018

### Document was created by:

Prof. Dr. Jens Uwe Pätzmann

### Valid from:


### Updated:

by

### Additional information: