

**COURSE DATA****DATA SUBJECT****Code:** 42052**Name:** Branding in international markets**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Specialty in international marketing	ELECTIVES

**COORDINATION**

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TUBILLEJAS ANDRES BERTA

**SUMMARY**

The generic objective of International Marketing is to provide the student with greater ability to analyze, plan and respond in advance to the challenges posed by the international marketing environment of companies, providing the knowledge and tools of analysis, planning, organization, execution and control that encompass the process of international marketing management in a 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.

## COMPETENCES / LEARNING OUTCOMES

### 2114 - Master's Degree in Marketing and Market Research

Be able to integrate new technologies in their professional and/or research work.

Conocer las herramientas del marketing mix y ser capaz de utilizarlas de forma adecuada a cada contexto.

Critically analyse one's own work and that of colleagues.

Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Presentar documentos e informes en marketing e investigación comercial.

Redactar documentos e informes en marketing e investigación comercial.

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.

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.

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.

Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.

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.



Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

## 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

### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	35,00
Seminar	3,00
<b>Total hours</b>	<b>38,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	0,00
Preparation of lessons	84,00
Preparation for assessment activities	6,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,00</b>



## TEACHING METHODOLOGY

The course has a theoretical-practical approach. The teaching methodology will be based on the active participation of students in class. The aim of the lectures is to link conceptual content with real business examples in both national and international contexts. At the beginning of each session, a recap of the most relevant aspects covered in the previous class will be carried out. At the end of each session, an integrative summary of the topics discussed will be provided.

For the practical part, groups will be formed to solve cases of real companies related to the theoretical content of the course. This preparation will include reading the relevant section of the textbook, searching for complementary material, and preparing answers either in a Word document or through a PowerPoint presentation. The search for additional material will be encouraged.

Furthermore, during two sessions, specific topics related to international branding will be addressed through lectures by expert professionals, with the aim of encouraging debate and reflection among students.

Finally, there will also be a group project that must be presented publicly at the end of the second semester. The project will consist of a strategic analysis of branding, building on the business project started in the first semester. In this section, the tutorials held with all groups will be especially important.

## EVALUATION

Assesment type	Percentage of final mark
Group work	20
Exercises doing in class	30
Exam	50
	100



### Assessment criteria

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.

## REFERENCES

### Basic bibliography

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

### Additional bibliography

- 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 12<sup>a</sup> 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.
- 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.