

**MSc IN ECONOMICS AND BUSINESS ADMINISTRATION  
(INTERNATIONAL MARKETING)**

**2<sup>ND</sup> SEMESTER - SPRING SEMESTER 2019 - MODULE DESCRIPTION**

<p><b>Module title, ECTS credits (and possibly STADS code)</b></p> <p>Module 4 International Branding and Marketing Communication</p> <p>10 ECTS STADS Code: SBH700067C</p>
<p><b>Location</b></p> <p>2<sup>nd</sup> semester, Spring Semester, MSc in Economics and Business Administration (International Marketing)</p>
<p><b>Module coordinator and teachers</b></p> <p><i>Module Coordinator</i> Assistant Professor, Andreea Bujac, <a href="mailto:andreea@business.aau.dk">andreea@business.aau.dk</a></p> <p><i>Teaching Staff:</i> Assistant Professor, Andreea Bujac, <a href="mailto:andreea@business.aau.dk">andreea@business.aau.dk</a> PhD Student, Philip Mampukia Yakubu, <a href="mailto:yakubu@business.aau.dk">yakubu@business.aau.dk</a></p>
<p><b>Type and Language</b></p> <p>Module Type: Course Module</p> <p>Language of Instruction: English</p> <p>The module is taught in English, and students are required to write their written exam assignment in English.</p>
<p><b>Objectives</b></p> <p>The objective of this module is to provide students with an insight into theories and approaches to international branding and marketing communication. The module focuses on how branding and marketing communication mix can aid organizations to establish themselves and win in international context.</p>

**Knowledge:**

- Demonstrate knowledge of branding and market communication theories and models
- Apply acquired knowledge to develop international marketing strategies
- Reflect on branding strategies and marketing communication tools adopted by large international organizations

**Skills:**

- Assess the theoretical and practical issues in international branding and marketing communication
- Interpret and evaluate the theoretical and practical problems within branding strategies and marketing communication mix in order to propose, and reason the choice of, relevant solutions

**Competencies:**

- Solve problems effectively and make decisions either individually or as part of a group
- Critically reflect upon information sources and propose solutions to international branding and marketing communication related issues
- Self-reflective, critical and open to different cultural backgrounds

**Academic Content and Conjunction with Other Modules/Semesters**

The course will analyze how brands and different marketing communication tools function as pivotal devices in today's society. It will give insights into understanding the way customers perceive brands, and how they use brand knowledge when choosing among different brands. Furthermore, an understanding of the individual elements of the marketing communications mix is developed.

**Scope and Expected Performance**

The module is designed to cover 10 ECTS comprising a total of 270 hours workload. This includes teaching and students' work on their mini-projects.

**Participants**

2<sup>nd</sup> semester students enrolled in the MSc programme in Economics and Business Administration (International Marketing).

Other degree students or guest students who wish to participate in the module may apply to the study board.

**Prerequisites for participation**

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (International Marketing). This requires a Bachelor's Degree in Economics and Business Administration (all programmes and combinations) or other degree where commensurate qualifications are obtained.

**Module Activities**

The teaching sessions are divided into two parts: International Branding (8 sessions) and Marketing Communication (7 sessions).

Session 1. Introduction and Group Formation (Theoretical foundations of branding) (Andreea)

Session 2: Planning and Implementing Brand Marketing Programs (Philip)

Session 3: Customer-Based Brand Equity and Brand Positioning (Andreea)

Session 4: Global Brand Strategies (Philip)

Session 5: Growing and Sustaining Brand Equity (Philip)

Session 6: Introduction to Marketing Communications (Andreea)

Session 7: Campaign Media, Media Planning and Sales Promotion (Philip)

Session 8: Social Media (Philip)

Session 9: Marketing Communications Planning (Andreea)

Session 10: Building a Strong Brand (Andreea)

Session 11: Measuring Brand Performance (Andreea)

Session 12: Advertising (Andreea)

Session 13: Guest Lecture, Trackunit (Andreea)

Session 14: Public Relations and Sponsorship (Andreea)

Session 15: Integrated Marketing Communication/ Discussions and Reflections (Andreea)

**Mini-Project**

Students will be required to write a mini-project of max. 11,000 words, (*including tables and figures. Excluding references, appendices, front page, table of content*) in groups and take part in an external oral individual examination based on the project written in groups.

The mini project will be based on 4 questions addressing Branding and Marketing Communications issues for the case titled "OnePlus: Crossing the Chasm in the Smartphone Market".

## **Examination**

At the end of the module, there will be an external oral individual exam, where students are tested on their project work and the curriculum. The mini-project will be used as a starting point for the exam, but students should also expect to be asked questions about other issues related to the curriculum.

The oral examination will be conducted on an individual basis with an examiner and an external examiner and has a duration of 30 minutes per student with a 15 minute feedback session per group.

Each student will be required to make a presentation of about 10 minutes. The presentation should cover central issues that the student would like to emphasize in relation to the mini-project. Examiners will ask questions related to the presentation, but also in other aspects of the project and the syllabus for the specific module.

The maximum number of students allowed in a group is 7.

**Optimal group size is a group of 5 students.**

### ***Assessment:***

Assessment is made on the basis of the formulated learning objectives and evaluation criteria described in the curriculum.

Each student will be examined and evaluated **individually** on the basis of knowledge demonstrated in:

- His/her presentation at the exam (max 10 minutes per student)
- The group mini-project
- The complete module syllabus

Although the projects will not be graded separately, the oral examinations will take their point of reference in the projects in addition to presentations made by the students during the oral examinations.

The grading will be done according to the Danish 7-point grading scale. The grade has a weight of 10/120.

The grade 12 is given for an excellent performance which displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance of the objectives of the module.

Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf)

Students will receive their individual grades during the feedback session while the entire group is present in the examination room. However, according to the regulations, students have the right to receive their grades without the rest of the group being present. Students, who would like to receive their grades without their fellow group members being present in the examination room, must therefore inform the examiner of this request immediately prior to the commencement of the examination.

Submission of mini-project:

**Friday 22/2 2019 at 15.00**

Electronic version of the project to be uploaded to digital exam within the deadline:

<https://digitaleksamen.aau.dk/>

Examinations:

**Thursday 28/2 and Friday 1/3 2019**