

IMP 112 International Brand Management	
<p>The course will provide knowledge and methods of market choice preparation and strategic decisions of international marketing. This will include the type of market entry and the type of market development. Also, the brand management concepts and tools will be discussed and applied in an international context.</p> <p>Hereunder, the brand architecture and brand positioning in an international context are dealt with on the basis of the concept of identity-based brand management. In addition, product- and communication-specific designs are considered.</p>	
Assessment: The grading of this course will be based on a team assignment (individual grading).	
Lecturer: Prof. Dr. Günther	ECTS: 3