

## **IMP 112 International Brand Management**

Students are able to justify and apply the special features and approaches of international brand management. In particular, the specifics of identity-based brand management in an international context are discussed.

In addition to the choice of country market, strategic decisions in international marketing include the type of market entry and the type of market cultivation. To this end, the development, positioning and management of brands in an international context are dealt with using the concept of identity-based brand management and product- and communication-specific explanations are considered. Linguistic and cultural peculiarities are also addressed. The topics are first developed theoretically as part of the lecture and then deepened by means of project work and case studies in group work.

**Assessment: The grading of this course will be based on a team assignment (individual grading).**

**Lecturer: Prof. Dr. Günther**

**ECTS: 3**