

**Global Marketing Seminar – GSBA 553**  
**Global Branding**  
**University of San Diego**  
**Fall 2007**

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### **Course Description**

This course will focus on some of the major issues regarding international branding; building and managing a company's brand equity in a multinational setting will be at the center of our seminar. Questions we will explore include: What does brand mean? How do brands become global mega-brands? Why is it so difficult to change perceptions of a brand? How can brands be tailored to target new markets? How should a brand be protected? Overall, the course will emphasize practical decision-making within a socially responsible and ethical framework.

### **Course Objectives**

The primary course objectives are to understand the major characteristics of a brand and the key concerns that need to be addressed when managing brands globally. Specifically, we will explore those aspects of brand management that can be adapted to global standardized use and those which should remain flexible.

### **Required Materials**

The course readings will include assigned articles and cases. Online access to the materials will be discussed in class.

### **Structure of the Course**

The small size of this course will allow a highly interactive seminar format. Class sessions will consist of discussions, exercises, cases, and presentations. Some assignments may be done in small groups. As you know by now, you can often learn as much from each other as from me standing in the front of the room. For that to happen, however, you must take the initiative to share your experiences, ask questions, reinforce major points, and respectfully disagree with myself and your fellow classmates when your experience and learning makes you think otherwise. And you must be well prepared.

### **Class Discussion**

Informed discussion of assigned cases, discussion questions, exercises, and the reading is an integral component in our quest to accomplish the learning objectives for this course. You are expected to conduct in-depth analysis of each assigned case and to prepare case notes for use in class discussions. You will be individually graded on the quality and quantity of your contributions to the case discussions. You will also be assessed on your ability to follow the ongoing thread of discussion instead of merely tossing out stand-alone thoughts in order to garner participation time.

I will ask questions to begin discussions, but expect you to take it from there. Occasionally I may ask a student or two to begin a case. For those of you who are extroverts and find it fun and easy to participate, I encourage you to continue doing so but keep in mind that you must share class time with your colleagues. In other words, you don't have to comment on everything. For those of you who find it difficult to participate, force yourselves to make contributions. If you don't learn to be comfortable doing this now, you will learn the hard way later on (when your boss's boss asks "Who's that person who never has anything to contribute in our meetings?").

With a seminar sized course it will become evident who is well prepared and able. During the evolution of the course I will assess and track your performance using this kind of hierarchy:

- Excellent contribution (clearly prepared, thoughtful comments, assists others by challenging and clarifying their positions and assertions, build on others' contributions to get a holistic sense of the issues).
- Good contribution (shows thought and preparation, assists others in the discussion, builds on others' ideas).
- Ok contribution (only some evidence of minimal thought or preparation).
- Poor contribution (little or none, no evidence of preparation, no help to others).
- No contribution to speak of.
- Absent.

### **Brand Management Project**

Each student will be responsible for preparing and leading a short seminar (fifteen to twenty minutes) that will analyze one global brand and the branding approaches taken by its company. You will present the brand from the historical-analytical perspective, not just reporting meaningful facts, but articulating how uncontrollable factors in the global marketplace have impacted branding decisions. Were there any mistakes the company made introducing and managing the brand globally? What lessons can marketing managers learn from the success or failure of your brand? Examples of brand choices include: Harry Potter, Absolute vodka, Barbie, Volkswagen, Harley-Davidson, and Coca-Cola. Provide a handout for each student, and deliver the presentation to the instructor on CD or DVD.

### **Attendance**

Your attendance is expected; it is important for a course format heavily based on interaction and discussion. We only meet a few times; if you think you will have a problem regularly attending class you should not take this course.

### **Evaluation**

Case Discussion, Exercises & Participation	85%
Brand Management Project	15%

## **Articles**

The Lure of Global Branding  
How Global Brands Compete  
The End of Corporate Imperialism  
Beyond Offshoring: Assess Your Company's Global Potential  
Competing with Giants: Survival Strategies for Local Companies in Emerging Markets  
Distance Still Matters: The Hard Reality of Global Expansion  
Scorched Earth: Will Environmental Risks in China Overwhelm Its Opportunities?

## **Cases**

IKEA Invades America  
Lenovo: Building a Global Brand  
Heineken N.V.: Global Branding and Advertising  
Samsung Electronics Co.: Global Marketing Operations  
Infosys: The Challenge of Global Branding