

STUDY GUIDE

GLOBAL TRENDS IN BRANDING

Organised by

University of Vaasa (UVA)

1. IDENTIFYING DATA.	
· Course Name.	<i>Global Trends in Branding</i>
· Coordinating University.	<i>University of Vaasa</i>
· Partner Universities Involved.	-
· Course Field(s).	<i>Marketing</i>
· Related Study Programme.	<i>Part of the multidisciplinary module "Branding in Global Media Scopes"</i>
· ISCED Code.	<i>0321</i>
· SDG.	<i>SDG 4: Quality Education SDG 8: Decent work and economic growth</i>
· Study Level.	<i>Bachelor / Master</i>
· Number of ECTS credits allocated.	<i>5</i>
· Mode of Delivery.	<i>Online Self-study (First kick-off session is online live)</i>
· Language of Instruction.	<i>English</i>
· Course Dates.	<i>13 January 2025 – 9 March 2025</i>
· Schedule of the course.	<i>*Time zone: Europe/Helsinki* 14 Jan 2025 14.00-16.00 (kick-off session) Any potential changes to the timetable will be announced in Moodle</i>
· Key Words.	<i>Branding, Trend analysis, Megatrends, International brand strategies</i>
· Catchy Phrase.	<i>This course introduces you to international brand management challenges and decision making in the ever-changing global business landscape. Through a collaborative, applied team assignment, you will get an opportunity to put your analytical and creative problem-solving and presentation skills to use.</i>
· Prerequisites and co-requisites.	<i>-Be enrolled at any of the EUNICE partner universities. -English B2</i>

	-Enrolment in Bachelor's or Master's programme
· Number of EUNICE students that can attend the Course.	18 <i>(BTU, IPV, KAU, PUT, UC, UMONS, UNIC, UOP, UPHF: 2 each. UVA: Check Peppi)</i>
· Course inscription procedure(s).	Enrolment via the EUNICE website

2. CONTACT DETAILS.

· Department.	School of Marketing and Communications
· Name of Lecturer.	Anu Norrgrann
· E-mail.	anu.norrgrann@uwasa.fi
· Other Lecturers.	-

3. COURSE CONTENT.

After completing this course, you will have a broader knowledge of the following topics:

- Basics of brands, branding
- Global branding
- Internationalization versus localisation
- Driving forces of trends, megatrends

4. LEARNING OUTCOMES.

When you have completed this course, you should be able to

- Define and understand the concepts in branding, global branding.
- Identify segmentation aspects related to internationalization, globalisation, glocalization and hyper localization of brands.
- Demonstrate an understanding of the forces shaping trends and megatrends.
- Illustrate how trends may influence brands

5. OBJECTIVES.

The course will also support the development of your skills in the areas of

1. Initiative and problem-solving
2. Curiosity and imagination
3. Analytic and critical thinking

4. *Written and oral expression*

6. COURSE ORGANISATION.

UNITS

- | | |
|----|--|
| 1. | <i>What is a brand?</i> |
| 2. | <i>What is a global brand?
Global branding?</i> |
| 3. | <i>What are trends and megatrends?
Current trends in 2024?</i> |
| 4. | <i>From locality to internationalization and vice versa</i> |

LEARNING RESOURCES AND TOOLS.

Self-study materials (videos and literature) are available in Moodle

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

Material delivered online, individual and group assignments

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

Assessment is both individual and group based, and consists of the following parts:

Individual

- *Learning notes and discussion engagement: 25 % of total grade*
- *Quiz in Moodle: 25 % of total grade*

Group

- *Group assignment final report: 50 % of total grade*
- *opponent comments: pass/fail*

To complete the course, each assignment type needs to be passed with a minimum of 40 % of its maximum points. Total course grades have the following point limits:

- 5: 88- points*
- 4: 76-87 points*
- 3: 64-75 points*
- 2: 52-74 points*
- 1: 40-51 points*

Written assignments must be submitted on time (please see DLs in the timetable in Moodle). Late submissions will not be accepted for assessment.

Assessment is based on Biggs & Collins (1982) levels of understanding where:

5 The student demonstrates an in-depth understanding by placing what has been learned into a broader context and prior knowledge. The student demonstrates an ability to apply new knowledge in new contexts and can evaluate their own solutions. S/he forms his or her own understanding of the subject under study and can produce new perspectives.

4 The student demonstrates an understanding of the relationships between things by creating a unified overall picture of the subject being studied and by demonstrating that he or she can apply the information s/he has learned. S/he can identify the good and bad applications of theoretical knowledge from each other.

3 The student demonstrates an understanding through separate things and by considering and analyzing them. However, the student may not get a clear overview of things and there may be shortcomings in the application of the information.

1-2 The student demonstrates an incomplete understanding by defining and describing some concepts. However, misunderstandings may prevent a broader understanding.

Fail The student has serious deficiencies in his/her skills or has not invested in learning.

OBSERVATIONS.

Recognition-related issues:

Please contact your home university's International Relations Office if you encounter any issues related to the recognition of the ECTS at the end of the course. Lecturers are not in charge of the recognition process.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Collection of articles and videos in Moodle