



International Branding

Datos generales

Nombre de la asignatura		Nivel de formación	Clave de la asignatura
International Branding		Licenciatura	CU004
Prerrequisito		Area de formación	Departamento
-		Especializante Selectiva	Departamento de Mercadotecnia y Negocios Internacionales
Academia	Modalidad	Tipo de asignatura	Prerrequisito de % de créditos
Comercio y Operaciones Internacionales	Semipresencial Mixta	Curso-Taller	50 %

Carga horaria

Teoría Práctica Total Créditos

20	20	40	8
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Trayectoria de la asignatura

Contenido del programa

Presentación

| The student will be able to identify the different company's paths that travel for their Brand to be known, positioned and recognized almost anywhere in the world. In the other hand students will be able to answer why Brands are important, what they represent to consumers, and what firms should do to manage them properly.

A great task of organizations is to internationalize and thereby give value to their brand and the Bachelor of International Business as a strategy for the strategic application process.

The professional of the international business will be the one that designs, short, medium and long term strategies that brands can implement to gain international positioning and recognition.

Objetivos del programa

Objetivo general

Know and apply methodologies that require globalized knowledge about

International business in order to build international brands charged of extra value coming from positioning and differentiation.

Contenido

Contenido temático

PART I Opening Perspectives

PART II Developing a Brand Strategy

PART III Designing and Implementing Brand Marketing Programs

PART IV Measuring and Interpreting Brand Performance

PART V Growing and Sustaining Brand Equity

PART VI Closing Perspectives

Contenido temático

PART I. Opening Perspectives

Chapter 1 Brands and Brand Management

PART II. Developing a Brand Strategy

Chapter 2 Customer-Based Brand Equity and Brand Positioning

Chapter 3 Brand Resonance and the Brand Value Chain

PART III. Designing and Implementing Brand Marketing Programs

Chapter 4 Choosing Brand Elements to Build Brand Equity

Chapter 5 Designing Marketing Programs to Build Brand Equity

Chapter 6 Integrating Marketing Communications to Build Brand Equity

Chapter 7 Leveraging Secondary Brand Associations to Build Brand Equity

PART IV. Measuring and Interpreting Brand Performance

Chapter 8 Developing a Brand Equity Measurement and Management System

Chapter 9 Measuring Sources of Brand Equity: Capturing Customer Mind-Set

Chapter 10 Measuring Outcomes of Brand Equity: Capturing Market Performance

PART V. Growing and Sustaining Brand Equity

Chapter 11 Designing and Implementing Branding Architecture Strategies

Chapter 12 Introducing and Naming New Products and Brand Extensions

Chapter 13 Managing Brands Over Time

Chapter 14 Managing Brands Over Geographic Boundaries and Market Segments

PART VI. Closing Perspectives

Chapter 15 Closing Observations

Actividades prácticas

Presentation of an International Branding work. Assistance to congresses of Marketing and Marketing of Goods. Attend NEGOMARKET from november 10 to 14, 2025.

Metodología

The application of the course methodology will be in a participatory environment with presentations and dissertations by the teacher using diverse audiovisual media.

Supported by research and presentations of students both individually and by team.

Accompanied by group dynamics to address, analyze and design strategies and solutions to issues related to the subject. Always based on bibliographic references and other types.

Evaluación

Cases and Tasks 20%

Exams 30%

Final assignment 50%

Total 100%

El ciclo escolar 2025 "B" inicia el lunes 11 de agosto de 2025. Fecha de fin de cursos martes 9 de diciembre de 2025.

Asistencia del 80% de las clases para tener derecho a calificación en el periodo ordinario.

Asistencia al 65% de las clases para tener derecho a calificación en el periodo extraordinario.

Periodo de Evaluación a alumnos para el Ciclo 2025-B:

- Registro y publicación de evaluación continua ordinaria 9 de diciembre de 2025.

- Registro y publicación de evaluación continua extraordinaria 12 diciembre de 2025.

Fecha límite de descarga de reporte de calificaciones y entrega al departamento de 9 al 12 de diciembre de 2025.

Bibliografías

Bibliografía

Libro

: Branding: Guía práctica para planear su estrategia de marcas

Randall, G. (2002) Panorama No. Ed 2

ISBN: .

Libro

Marca de Liderazgo

Ulrich, D., Smallwood, N. (2007) Harvard Business School No. Ed 1

ISBN: .

Libro

Publicidad y Promoción Integral de Marca

O'Guinn, T., Allen, C., Semen (2012) Cengage Learning No. Ed 6

ISBN: .

Libro

La esencia de la estrategia de marketing

Horns, R. (2011) Cengage Learning No. Ed 1

ISBN: .

Libro

Administración Estratégica de Marca

Keller, K. L. (2008) Pearson No. Ed 3

ISBN: .

Libro

Color Code. Branding & Identity (Graphic Design Elements).

Wang Shaoqiang (2016) Promopress No. Ed .

ISBN: .

Otros materiales

Revista: Friedrich, B., & Becker, J. (2023). Employer brand and international employer brand: Literature review. *Corporate Communications: An International Journal*, 28(3), 509-522. <https://doi.org/10.1108/CCIJ-11-2022-0141>

Descripción: Friedrich, B., & Becker, J. (2023). Employer brand and international employer brand: Literature review. *Corporate Communications: An International Journal*, 28(3), 509-522. <https://doi.org/10.1108/CCIJ-11-2022-0141>

Revista: Kusi, S. Y., Gabrielsson, P., & Kontkanen, M. (2021). Developing brand identities for international new ventures under uncertainty: Decision-making logics and psychic distance. *International Business Review*, 30(6), 101867. <https://doi.org/10.1016/j.ibu>

Descripción: Kusi, S. Y., Gabrielsson, P., & Kontkanen, M. (2021). Developing brand identities for international new ventures under uncertainty: Decision-making logics and psychic distance. *International Business Review*, 30(6), 101867. <https://doi.org/10.1016/j.ibusrev.2021.101867>

Revista: Pyper, K., Doherty, A. M., Gounaris, S., & Wilson, A. (2022). A contingency-based approach to the nexus between international strategic brand management and export performance. *Journal of Business Research*, 148, 472-488. <https://doi.org/10.1016/j.jbusr>

Descripción: Pyper, K., Doherty, A. M., Gounaris, S., & Wilson, A. (2022). A contingency-based approach to the nexus between international strategic brand management and export performance. *Journal of Business Research*, 148, 472-488. <https://doi.org/10.1016/j.jbusres.2022.04.003>

Revista: Ramos, M. A. (2024). The patterns of the past and future agenda in international branding: A literature review. *Review of International Business and Strategy*, 34(2), 311-339. <https://doi.org/10.1108/RIBS-06-2023-0067>

Descripción: Ramos, M. A. (2024). The patterns of the past and future agenda in international branding: A literature review. *Review of International Business and Strategy*, 34(2), 311-339. <https://doi.org/10.1108/RIBS-06-2023-0067>

Perfil del profesor

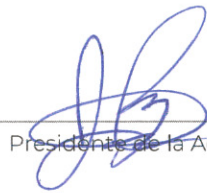
The professor must have a background in economic-administrative sciences, preferably with a bachelor's or master's degree in International Business, International Commerce, Marketing or equivalent, and a second language domain.

Lugar y fecha de su aprobación

Se revisó y actualizó en CUCEA en el Departamento de Mercadotecnia y Negocios Internacionales en el C 306, en el mes de julio de 2025 en Reunión de Academia

Instancias que aprobaron el programa

Programa aprobado en Reunión de Colegio Departamental, en el Departamento de Mercadotecnia y Negocios Internacionales en el C 306, en el mes de julio de 2025.



Presidente de la Academia



Centro Universitario de
Ciencias Económicas Administrativas
Departamento de Mercadotecnia
y Negocios Internacionales



Jefe del Departamento