



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.

Los conocimientos, aptitudes, actitudes, valores, capacidades y habilidades que el alumno deberá adquirir con base al desarrollo de la unidad

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 2026B from November 9 to 14, 2026.

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%

The 2026B academic term begins on Monday, August 17, 2026.

End of classes for the 2026B academic term and deadline for recording and publishing continuous assessment grades for the regular period: Friday, December 11, 2026.

Deadline for recording and publishing continuous assessment grades for the extraordinary period: Wednesday, December 16, 2026.

80% class attendance required to be eligible for a grade in the regular period.

65% class attendance required to be eligible for a grade in the extraordinary period.

Holidays: Wednesday, September 16; Monday, October 12; Monday, November 2; Monday, November 16.

Winter break: Saturday, December 19, 2026, to Wednesday, January 6, 2027.

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

Homs, 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: 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>

Revista: Blanco-Moreno, S., Santos, C. R., Bermúdez-González, G., & Alonso-González, R. (2025). Creating Brand Commitment and Brand Equity in International Food Companies Through Sustainability in European Countries. *Business Strategy And The Environment*, 34(8), 9

Descripción: <https://doi.org/10.1002/bse.70117>

Revista: Wei, X., Chen, H., Chen, M., & Yang, Q. (2025). Unveiling the Cultural Codes: A Mixed Method Dive into Digital Branding Strategies of International Brands. *Journal Of Global Marketing*, 1-23.

Descripción: <https://doi.org/10.1080/08911762.2025.2588635>

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 G 306, en junio de 2026, durante la Reunión de Academia.

Instancias que aprobaron el programa

Programa aprobado en la reunión del Colegio Departamental del Departamento de Mercadotecnia y Negocios Internacionales, en el G 306, en junio de 2026.



Jorge Pelayo Maciel
Presidente de la Academia



José Sánchez Gutiérrez
Jefe del Departamento