

# “Cultural Aspect of Branding”

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## Syllabus:

Today, life without brands and advertising would be hard to imagine. This course will examine the power they have over us, how they influence our daily lives and also what roles and functions brands have for each one of us.

We shall be exploring the subject from the point of view of both the consumer (psychological aspect of advertising psychology) and the marketing companies, including global players, whose strategic objective is to achieve a leading market position.

The growing globalization of the markets makes it increasingly important to acquire knowledge of cultural differences and to apply this knowledge in different areas, in this case to take advantage of this knowledge with regard to branding.

But besides branding, this course will also focus on teaching students Cultural Intelligence. Cultural Intelligence can be described as a combination of knowledge of culture, awareness of self and others and special skills e.g. behaviour or language.

In these days cultural awareness is becoming more and more vital in the professional world and companies are placing more emphasis on the capabilities of their employees to handle national, corporate and professional cultures. Therefore having these intercultural capabilities provides an important advantage for everyone's career and success.

Cultural characteristics will be highlighted and discussed using different cultural models and will be illustrated with the aid of films.

### **Prerequisites:**

Students should have advanced knowledge of English, as all written work must be completed in English.

### **Exams and Credits:**

To obtain credits, regular attendance of lectures is recommended. It is expected that all students will provide proof of their progress and the acquirement of knowledge in form of presentations and assignments.

### **Grading:**

100 Points are required to obtain 3 credits. The following maximum points are attainable:

20 points for participation

80 points for assignment and appertaining presentation

# **“Cultural Aspect of Branding II”**

## **New Impulses for Branding and Advertising**

Customers and consumers must somehow make decisions based on the flood of information and products or services available. But where do these decisions take place? In the heads and brains of customers and target groups. This course provides new impulses for marketing and advertising, since brain-oriented marketing is more successful. Knowledge gained from research into brain function, as well as psychological and systematic methods, will become day-to-day tools of marketing in a few years time.

Students will acquire useful tips for successful branding, such as how the effects of brands can be reinforced. Students will also learn more about the methods and strategies necessary for effective communication and advertising, so that the route to the brains of customers and target groups can be shortened and whilst making sure that the information is retained for a longer period.

Further subjects of the lectures:

- Perception filters of customers – how we must communicate in order for as much information as possible to reach our target group: Perception filters, metaprogrammes in marketing
- The role of sensory systems in marketing - Why marketing should address all the sensory systems.
- Motivational and Emotional systems of customers – Why customers make purchases, The significance of the subconscious element in purchasing decisions
- Numerous tips and tricks for winning new customers.

This lecture course requires a great deal of input from the students, as in addition to the lectures themselves it includes many discussions, exercises in small groups and also the playing out of practice scenarios. For this reason the group will be limited to a maximum of twelve of the most enthusiastic and committed students.

### **Prerequisites:**

Students should have advanced knowledge of English, as all written work must be completed in English.

### **Exams and Credits:**

To obtain credits, regular attendance of lectures is required. It is expected that all students will provide proof of their progress and the acquirement of knowledge in form of presentations and assignments.

### **Grading:**

100 Points are required to obtain 3 credits. The following maximum points are attainable:

20 points for participation

80 points for assignment and appertaining presentation