

# **PRELIMINARY SYLLABUS**

## **International Branding and Advertising**

### **Summer Term 2026**

Instructor: Charles R. Taylor, Ph. D.  
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#### **Course Schedule:**

Tuesday May 05<sup>th</sup> 2026 from 12pm – 6pm  
Wednesday May 06<sup>th</sup> 2026 from 12pm – 6pm  
Thursday May 07<sup>th</sup> 2026 from 9am – 1pm

#### **Room:**

tba

#### **Exam:**

Wednesday May 13<sup>th</sup> 2026 from 9:30am – 10:30am (Room tba)  
One-hour written examination with single-choice questions is held at the end of the course. (Exam registration period: 05.05.26-10.05.26)

Please register (with name, matriculation number, PO or exchange student) for this course at Ms. Alina Bormann via [alina.bormann@lmu.de](mailto:alina.bormann@lmu.de) before 24<sup>th</sup> April 2026 at 3pm. Please note that the granted course registration is binding.

Number of participants is restricted to max. 25 students.

#### **Course Description:**

Today's marketers face competitive markets where branding is more important than ever before. Thus, understanding how firms create value through branding is of fundamental importance. This course will focus on how marketers build brands and on how advertising and promotion enhance the brand building process. Special emphasis will also be put on how global

marketers can effectively build brands and advertise effectively across markets. To this end, the importance of understanding cultural issues will be covered. Current topics and trends in branding and promotion will also be covered in the class.

### **Course Materials:**

- 1) Kevin Lane Keller and Vanitha Swaminathan (2020) Strategic Brand Management. Pearson
- 2) Other selected readings as listed on the syllabus. These will be posted online.

### **Prerequisites:**

Introduction to Marketing (any introductory course in Marketing)

### **Course Objectives:**

1. To develop a deeper understanding of the importance of branding and brand equity to today's marketers.
2. To introduce the concept of the brand value chain as a framework for analyzing the impact of marketing expenditures on the bottom line.
3. To understand how advertising and promotion are used to enhance the brand building process, especially in a highly competitive environments in which media clutter is difficult to overcome.
4. To expose the student to current, cutting edge information on some special topics, including big event advertising, interactive advertising/ social media, product placement, and sponsorships.
5. To develop an understanding of the current state of international advertising and promotion. Special emphasis will be placed on key trends currently affecting global advertisers.

### **Method:**

The course format will consist primarily of multimedia lectures as well as discussion of assigned articles. In addition, each student will be assigned to a group responsible for analyzing one of three global branding/advertising cases covered during the course. These groups will consist of five to six students while will be responsible for turning in a written response to a group of questions associated with the case provided by the Professor. The groups will also be expected to provide verbal responses to some of the questions in class as well.

Students are expected to complete all assigned readings prior to coming to class and are also expected to participate in class discussions. The recommended readings will cover material that will also be read in class. While it is not essential to read all of these articles prior to coming to class, reading these articles is likely to be beneficial both in better following the lectures and when taking the examination.

Because of the condensed schedule for the course, attendance is mandatory.

### **Group Projects:**

One group case analysis is required. As described above, students will be assigned to a group and a case study.

**Course Language:** English

### **Examination and Grading:**

PO 2015

3 ECTS in „Anwendungsorientierte Vertiefung betriebswirtschaftlicher Kompetenzbereiche I - VI“

Students have to take the 1-hour (3 ECTS) exam.

PO 2024

3 ECTS in "Perspektiven und Profession der wirtschaftswissenschaftlichen Praxis I/II"

Students have to take the 1-hour (3 ECTS) exam.

# TENTATIVE COURSE STRUCTURE\*

## Tentative Schedule

### **Session 1 – May 5<sup>th</sup> (tbc)**

Part 1: Branding and Its Central Importance to Marketers

Part 2: Building Brands in Global Markets, The Role of Culture

#### *Recommended Readings:*

- 1) Keller and Swaminathan Text Chapter 1
- 2) Jennifer L. Aaker,(1997), "Dimensions of Brand Personality," Journal of Marketing Research, 34 (3), 347-356.

#### *Assigned Discussion Articles:*

- 3) Taylor, Charles R. (2024), "Tarte Goes to Bora Bora: Influencer Trips As A Promotional Device," Forbes.com
- 4) Taylor, Charles R. (2022) "New Horizons For Influencer Marketing? Edtech's BYJU'S Partners With Messi For World Cup Campaign." Forbes.
- 5) Taylor, Charles R. (2021), One Woman's Quest To Help Africa Leapfrog To Plant-Based Foods." Forbes
- 6) Tinder: Represent Love (2021). London: World Advertising Resource Center.
- 7) Taylor, Charles R. (2025) LG Looks to Further Its Global Brand. Forbes.

### **Session 2 –May 6<sup>th</sup> (tbc)**

Part 3: Building Brands in Global Markets (General Strategies)

Part 4: Building Brands Through Promotion

Clips from popular film “Lost in Translation” comparing U.S. and Japanese culture

Recommended Readings:

- 8) Keller and Swaminathan Chapter 2
- 9) Kevin Lane Keller and Donald Lehmann, “How Do Brands Create Value,” *Marketing Management*, 26-31.

Assigned Discussion Articles:

- 10) Snickers Case Study “You’re Not You When You’re Hungry” (2014), London: World Advertising Resource Center. (classic article)
- 11) What We Know About Engagement. (2022, April). World Advertising Resource Center (London, UK).
- 12) Flutwein: Our Worst Vintage. (2023). World Advertising Resource Center Case (London, UK).
- 13) Taylor, Charles R. (2024). Kevin Hart Campaign Boosts C4 Energy Drink Commercial.
- 14) Taylor, Charles (2025) An Inside Look At Unilever PC’s Marketing Transformation.

**Session 3 – May 7<sup>th</sup> (tbc)**

Part 5: Current Trends in Global Advertising and Interactive Advertising

Part 6: Special Topics in Branding

Recommended Readings:

- 15) Keller and Swaminathan Chapter 2
- 16) Charles R. Taylor and Eunjin (Anna) Kim. (2025). What Are the Unique Features of Digital Advertising? The Six Principles of Digital Advertising in the 21<sup>st</sup> Century. *Journal of Interactive Advertising*, 25(4), 328–346.

Assigned Discussion Articles:

- 17) Gillette Shave Sutra Case (2014), London: World Advertising Resource Center.
- 18) Schwaiger, Manfred, Marko Sarstedt and Charles R. Taylor (2010), "Art for the Sake of the Corporation: Audi, BMW Group, DaimlerChrysler, Montblanc, Siemens, and Volkswagen Help Explore the Effect of Sponsorship on Corporate Reputations," *Journal of Advertising Research*, 50 (1), 77-91
- 19) Charles R. Taylor (2022). "How Netflix Is Resonating With 'Stranger Things' Fans Through Experiential Marketing." *Forbes*.
- 20) Charles R. Taylor (2024). "Why Brands Should Associate Themselves with Sounds."

**\*The material is subject to change. All changes will be announced in class with ample notice.**