



**COURSE
SYLLABUS**

WARMADDEWA UNIVERSITY

GLOBAL BUSINESS, MARKETING AND
BRAND DEVELOPMENT STRATEGIES

WIP33M12

International Program



GLOBAL BUSINESS, MARKETING AND BRAND DEVELOPMENT STRATEGIES

5 ECTS

COURSE DESCRIPTION

The Importance of Business Development, Strategic Business Development, Building Business Development, Market and Marketing Development and Strategic Brand Development.

It is desired that participating students have prior knowledge in Business Development and Marketing.

OBJECTIVES

- Provide students with an understanding of Business Development, Market and Marketing Development and Brand Development.
- Enable students to build sustainable businesses and brands

OUTCOMES

- Attitude: Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
- Ability: Develop the ability/skill needed to discover/innovate/ create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.
- Accomplishments: Demonstrate accomplishment of discovery/ innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

LEARNING METHOD

The course will use lectures, discussion, and assignments:

- Individual Assignment: Individual essay of opportunity recognition
- Group Assignment: Participation in preparation of group project work, presentation, discussion in class
- Presentation and discussion: Performance presentation of group assignment and discussion in class



ASSESSMENT METHODS

Class attendance 10 %,
Class participation and assignments 30 %,
Mid-term exam 30 %,
Final exam 30 %

ACADEMIC RESEARCH

This course includes an academic research paper that must be completed during your semester. It will be based on a topic given by the lecturer and requires comprehensive research by the student. This paper will consist of methodological analysis of the latest literature and be handed in at the end of the semester. The academic research will be included in the final course grade.

REFERENCES

- o Anna Kennedy. Business Development. 2015
- o David Loudon. Robert Stevens. Bruce Wrenn. Marketing Management. 2005
- o Helen Peck. Adrian Payne. Martin Christopher. Moira Clark. Relationship Marketing.
- o Kapferer, Jean-Noël. New Strategic Brand Management; creating and sustaining brand equity long term. 4th Edition. 2008

LECTURERS

Dr. Ni Luh Putu Indiani, S.E., MM.
Ni Kd Sioaji Yamayanti, S.E., MBA.

LECTURER TOPICS

Week	Topics
1	Introduction Business Development
2	Business Development Strategies
3	Planning for Business Development
4	Building Business Development Plan
5	Presentation of Group assignment about Business Development
6	Concept Of Marketing Development
7	Marketing Development Strategies
8	MIDTERM EXAM
9	Stages of Market Development
10	Market Life Cycle
11	Presentation of Group assignment about Market/Marketing Development
12	Building The Brand
13	Brand Management
14	Creating and Sustaining Brand
15	Presentation of Group assignment about Brand Development
16	FINAL EXAM



WORKLOAD

GLOBAL BUSINESS, MARKETING AND BRAND DEVELOPMENT STRATEGIES

16 weeks

	Weeks per semester																TOTAL hrs	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2			2	2	2	2	2	2		24	
	Workshops			4													4	
	Exam preparation							9								10	19	
	Company visits, excursions									4							4	
	Preparation for presentations and papers			2		2		2			2		2		2		12	
	Preparation for class	2	2	2	2	2	2	2			2	2	2	2	2	2	24	
	Follow-up for class	1	1	1	1	1	1	1			1	1	1	1	1	1	12	
	Final essay paper																10	10
	Academic Research																20	20
	Course evaluation																2	2
	Workshops and Excursion Paper				2								2					4
																		135
HRS OF EXAMS									2							2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 2	2	2	2	2	2	2	2		2	2	2	2	2	2		26	
	TOTAL WORKLOAD PER COURSE (HOURS)																165	
	TOTAL ECTS																5	