COURSE OVERVIEW

This course covers the challenges and opportunities of branding efforts in a global setting. Specifically, students will have a hands-on opportunity to apply branding concepts in a global context. The assigned project by L’Oreal Spain will challenge students to gather and analyze consumer insights to evaluate the feasibility of launching a new product in Spain.

PREREQUISITES: Marketing Management

INSTRUCTOR

Linda Tuncay Zayer, PhD (ltuncay@luc.edu), is Associate Professor of Marketing at Loyola University Chicago. Dr. Zayer is widely published in peer-reviewed journals, publications and books, and has been a featured speaker at conferences around the world. She is Vice President for the American Marketing Association Consumer Behavior Group, and consults with firms in the areas of consumer research & branding. Her research focus is branding, consumer research, gender and identity, media representations, social media, and consumer culture.

ITINERARY

Day 1 - Arrive in Madrid and welcome reception
Day 2 - Group time and tour of Madrid
Day 3 - Company visits and train to Seville
Day 4 - Welcome and class time, cultural tour of Seville.
Day 5 - Class time and on-campus lunch
Day 6 - Class time and on-campus lunch, company visit
Day 7 - Class time and group presentations; farewell event and flamenco show at night

Final projects due April 17th

COST

Cost = Course Tuition + Activity Fee + Airfare

Student Activity Fee: $1795
Deposit ($750) due: December 8th
Balance due: January 20th

Pre-trip class sessions: February 4th and 25th