



Strategy and Brand Management in the Brewing Industry (BBI)

Overview

This unique course will explore the numerous strategic and marketing-related issues at stake in an industry that is as global as it is local. Students will examine competitive strategies related to global market leaders and entrepreneurs as well as management challenges in craft beer production, distribution, and brand management.

Date

3–16 January 2021 (two weeks)

Course Content

- ▮ Strategic Management in the Brewing Industry
- ▮ Branding Beer: Approaches to Brand Management in the Brewing Industry

The course programme also includes:

- ▮ Study visits to related companies and institutions
- ▮ Module on German culture and society from an intercultural perspective

Course Language

English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

Prerequisites

Upper undergraduate students of business, economics and related fields (after two years of study) or graduates with good standing.

Number of Participants

20–25

Course Fees

€ 850 (without accommodation)

This includes tuition and application fees, health, accident and liability insurance, study visits and most parts of the culture and leisure time programme.

Credits

- ▮ 50 contact hours
- ▮ 40 contact hours business course incl. study visits
- ▮ 10 contact hours German culture and society
- ▮ Up to 5 ECTS credits

Accommodation

- ▮ Student Hostel (double room)
- ▮ Arrival 3 January (move-in), departure 16 January (move-out)
- ▮ Optional booking upon request

Culture and Leisure Time Programme

The winter school team offers participants a wide variety of optional cultural and social events in Berlin and the surrounding area (e.g. museums, ice skating, palaces, trips to Potsdam and Sachsenhausen) about twice a week.

Registration Deadline

- ▮ 15 October 2020
- ▮ 1 October for nominated students from partner universities

Contact, Enquiries and Registration

HWR Berlin Summer and Winter School

Email: summer@hwr-berlin.de

www.hwr-berlin.de/summerschools

Syllabus

For a more detailed syllabus, please email summer@hwr-berlin.de

Lecturers

Prof. Dr. Christoph Dörrenbächer, Prof. Dr. Andreas Zaby,
Prof. Dr. Carsten Baumgarth (subject to change)

Week 1: Strategic Management in the Brewing Industry

Students will gain deep insights into the history and the contemporary dynamics of the global brewing industry, plus a solid understanding of the competitive strategies of global market leaders. Students will also explore the industry's main form of growth: cross-border M&A and will take a closer look at niche market strategies in the brewing industry i.e. craft beer production.

Assessment: Test or group presentation

Day	Strategic Management in the Brewing Industry
1	Beer and the Brewing Industry: Historical Landmarks and Contemporary Challenges
2	Strategy and Rivalry in the Brewing Industry: The Perspective of the Global Players
3	Grow to Be Great: Case studies on Large Acquisitions in the Global Brewing Industry
4	Craft Beer: Management Challenges in the Experience Economy
5	Study visit to related company or institution Final test

Week 2: Branding Beer: Approaches to Brand Management in the Brewing Industry

Students will develop a detailed understanding of the basis for consumer behaviour toward beer and beer brands and will gain major insights into the various elements of brand management in the context of the brewing industry. Students will also explore innovative concepts for beer brand management and discover different methods for the research and control of beer brands.

Assessment: Written test/Presentation of case studies

Day	Branding Beer: Approaches to Brand Management in the Brewing Industry
1	Consumers and their Beer Brands: Consumer Behaviour towards Beer (Brands)
2	Fundamentals of Beer Brand Management: The Brand Canvas
3	Innovative Approaches to Beer Brands: From Art and Handmade to Sustainability
4	Performance of Beer Brands: From Eye-Tracking, to the Brand Image Measurement and Brand Equity
5	Study visit to related company or institution Final test

Weeks 1–2: Additional Module

German Culture and Society: Intercultural Perspectives

Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papers. The reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience.

