



NEW
新课程

Globalising Chinese Brands 中国品牌全球化

2009

CEIBS Executive Education: Top 20 Worldwide---*Financial Times*
中欧高层经理培训：《金融时报》全球20强



Globalising Chinese Brands

Date/Language/Venue: December 10-12, 2009 / English with sequential Chinese interpretation / Shanghai **Fee:** RMB22,800

The determination of Chinese enterprises to raise themselves from the lower ranges of the value chain and establish international recognised brand names is not in doubt. But the road to achieve those goals is a long and challenging one. Over this intensive three-day programme, executives and managers will learn about the approved concepts and instruments for marketing and brand management in the global marketplace. Newest examples and case studies are presented and a variety of teaching techniques are employed, including lectures, group exercises, and case discussions. The course is designed to provide the participants with a framework for understanding and will assist to develop global marketing and branding business planning.

Objective

The main objective of the programme is to provide participants with key concepts, skills and techniques that will enable them to manage their marketing and brand management strategy on a world wide basis and achieve their business objectives. Participants will thoroughly examine concepts such as the business value creation and price innovation, global strategy for business marketing, ingredient marketing for component suppliers and B2B selling and the relationship between branding and M&A activities.

Who Should Attend

CEOs, marketing executives, owners of globalising enterprises, functional heads of divisions, communication executives and anyone who is involved in setting and managing the international expansion and strategy should consider participating in this programme.

Programme Benefits

Participants will:

- >> Understand the benefits of global marketing and branding
- >> Set up programmes to build marketing and branding plans for international expansion
- >> Get to know the tools and instruments for marketing and brand management
- >> Understand and avoid common problems in global brand management
- >> Effectively manage brand in a constantly changing global environment
- >> Learn to evaluate brand and capture business development opportunities

Programme Coverage

- >> Branding principle
- >> Branding strategy
- >> Branding abroad
- >> Global brand coordination
- >> Several ways to make global branding happen
- >> Planning global branding for Chinese companies
- >> The future of Chinese brands

中国品牌全球化

时间 / 语言 / 地点 : 2009年12月10日 - 12日 / 英语授课配汉语交替翻译 / 上海 费用 : 人民币22,800元

毋庸置疑, 中国企业已经下定决心, 要提升他们在价值链中原本较为低端的定位, 建立具有国际知名度的品牌。然而, 实现上述目标的道路还十分漫长且充满挑战。因此, 我们精心打造了为期三天、内容安排十分紧凑的课程, 以帮助中高层管理人员了解各种在全球市场上行之有效的营销及品牌管理概念和工具。在课程中, 我们将为学员提供最新的案例研究, 并采用包括讲座、小组练习和案例讨论在内的多种教学方法, 旨在为学员提供一个理解框架, 并帮助他们制定全球营销和品牌化商业计划。

目标

本课程的主要目标是学员提供关键的概念、技能和方法, 使之能够在全球范围内管理自己的营销及品牌战略并实现其企业目标。学员将对企业价值创造和价格创新、企业营销全球战略、零部件供应商的成分品牌营销、B2B销售以及品牌化和并购活动之间的关系等重要概念有一个透彻的了解。

对象

首席执行官、营销高管、致力于全球化战略的企业所有者、事业部职能部门负责人、传播高管以及任何参与国际扩张战略制定和管理工作的员工都应该考虑参加这门课程。

受益

学员将:

- >> 了解全球营销和品牌化的益处
- >> 为国际扩张制定营销和品牌管理计划
- >> 了解营销和品牌管理的方法和工具
- >> 了解并规避全球品牌管理中的常见问题
- >> 在不断变化的全球环境中有效管理品牌
- >> 学习评估品牌并把握公司的发展机遇

课程内容

- >> 品牌化原则
- >> 品牌化战略
- >> 海外品牌化
- >> 全球品牌协调
- >> 实现全球品牌化几种方式
- >> 中国公司全球品牌化规划
- >> 中国品牌的未来



Programme

Schedule 课程安排

Day 1		第一天	
morning	Branding Principle Branding Follows Strategy	上午	品牌化原则 品牌化要遵循战略
afternoon	Redefining Global Strategy Chinese Dragon Strategies Cases Study	下午	重新界定全球战略 中国龙战略 案例研究
Day 2		第二天	
morning	Understanding Global Branding Concepts and Models	上午	了解全球品牌化 概念与模型
afternoon	Branding Abroad >> Brand names >> Brand communications Global Brand Coordination Cases Study	下午	海外品牌化 >> 品牌名称 >> 品牌传播 全球品牌协调 案例研究
Day 3		第三天	
morning	Understanding Global Branding in Detail	上午	详细了解全球品牌化
afternoon	Principle and Successful Examples Cases Study	下午	原则与成功范例 案例研究
Day 4		第四天	
morning	Making Global Branding Happen >> Self made >> M&A >> Combining strength Planning Global Branding for Chinese Companies	上午	实现全球品牌化 >> 自行打造 >> 并购 >> 将各品牌优势相结合 为中国公司规划全球品牌化
afternoon	Cases Study The Future of Time-honored Chinese Brands	下午	案例研究 历史悠久的中国品牌的未来

Date/Language/Venue

December 10-12, 2009 / English with sequential Chinese Interpretation / Shanghai (CEIBS Shanghai campus, 699 Hongfeng Road, Pudong, Shanghai).

Admissions Procedures

Applicants can apply for the programme in either form:

- >> Online application: Please visit the CEIBS Executive Education website, select the programme you want to take, and click “**Apply Now**” to apply for the programme; or
- >> Submit application by fax or mail: Please visit the CEIBS Executive Education website, select the programme you want to take, click “**Application Form**” to download the form, then fill in the form and send it to the CEIBS Customer Service Team by fax or mail. You are also welcome to call the CEIBS Customer Service Team for a printed Application Form.

CEIBS Executive Education website: <http://exed.ceibs.edu>

Applications are requested 20 working days before the programme start date. Applications are reviewed as they arrive and admissions are subject to the final confirmation of CEIBS. Any applications received after that date will be considered on a space-available basis. For more information, please contact our customer service team in Shanghai, Beijing or Shenzhen.

Fee

The cost of the programme is RMB22,800, which includes tuition, case licensing fees, lunches, stationery, other course materials, and interpretation and translation fees if required. The full fee must be paid no later than 15 working days before the start of the programme. Applications made within 15 working days of the start of a programme require immediate payment.

Cancellations

Cancellations or changes of a programme registration may be made without penalty at least 15 working days before the start of the programme. If a confirmed booking is cancelled within 15 working days of the start of the programme, or if the applicant fails to attend the programme, a cancellation fee equaling to 20 percent of the total programme fee will be charged. When a request to substitute participant(s) for the same programme is made less than 15 working days before the start of the programme, the seat(s) will not be guaranteed. If an applicant is unable to attend the programme, the applicant may transfer to a different session of the same programme or another CEIBS Executive Education programme within the same calendar year, but must pay any differences in fees between the two programmes. All changes and cancellations are subject to the final confirmation of CEIBS.

* CEIBS reserves the right to amend information on this programme including price, date, location, faculty, daily schedule and other details.

时间 / 语言 / 地点

2009年12月10日 - 12日 / 英语授课配汉语交替翻译 / 上海 (上海市浦东红枫路699号中欧国际工商学院)。

申请程序

申请者可以通过以下两种方式申请课程：

- >> 在线申请。请登陆中欧高层经理培训课程网站，选定您想要申请的课程，点击在线申请即可进行课程申请。
- >> 以传真或邮寄的方式递交课程申请表。请登陆中欧高层经理培训课程网站，选定您想要申请的课程，点击下载申请表，填写完整之后传真或邮寄至中欧客户服务小组即可完成课程申请。您也可以致电中欧客户服务小组索取课程申请表。

中欧高层经理培训课程网站：<http://exed.ceibs.edu>

课程申请必须在开课前20个工作日前完成。所有申请根据先后顺序进行审核，席位以中欧最终确认为准。开课前20个工作日内收到的申请视具体情况而定。如需咨询详情，请联络我院设于上海、北京和深圳的客户服务小组。

收费

整个课程费用为人民币22,800元，包括学费、案例使用费、午餐费、资料费、文具费、其他相关材料费，以及口译和笔译费用（如有需要）。课程费用应在开课前15个工作日前全部缴清。开课15个工作日内提出申请时需立即付费。

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开课15个工作日内要求撤销席位，或指定学员未能上课，我们将收取课程费用的20%作为手续费。开课15个工作日内提出更换学员，其席位无法得到保证。如果学员因无法参与该期课程而要求转至下一期课程或者中欧国际工商学院其他高层经理培训课程，必须在原报名课程开课15个工作日之前提出，并只能更换同一年度内的课程。课程费用以所换至课程的费用为准，席位以中欧确认为准。

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Programme Director 课程主任

Waldemar A. Pfoertsch 弗沃德

Associate Professor of Marketing, CEIBS

中欧国际工商学院市场营销学副教授

EDUCATIONAL BACKGROUND:

Ph.D. and M.B.A. in Business Administration, Free University of Berlin, Germany

M.A. in Economics, Free University of Berlin, Germany

TEACHING/RESEARCH INTERESTS:

Professor Pfoertsch is Associate Professor of Marketing at CEIBS. Before joining CEIBS, he held the position of Professor for International Business at the University of Pforzheim. His other teaching positions have been at the University of Cooperative Education Villengen-Schwenningen, Visiting Associate Professor at Kellogg Graduate School of Management, Northwestern University and Lecturer for Strategic Management at Lake Forest Graduate School of Management. He has taught online with the University of Maryland University College Graduate School. Currently, he is a Guest Lecturer in the Executive MBA Programme at the University of Illinois, Chicago and at the Steinbeis University in Berlin. His teaching interests include international marketing, business leadership, strategic management, and international business environment. His research areas focus on B2B brand management, internet marketing, ingredient branding, and international strategy and CRM.

ACADEMIC ACHIEVEMENTS:

Professor Pfoertsch is the author of various books and numerous articles. The most current book is *B2B Brand Management* which he co-authored with Philip Kotler. In the field of internet marketing, he has published *Living Web*, a book on application of internet marketing and internet strategy by businesses. He has also written numerous articles on international strategies and CRM.

CORPORATE EXPERIENCES:

Professor Pfoertsch has extensive experience in management consulting. In the years at UBM Consulting Group, Arthur Andersen and LEK, he travelled throughout Europe, Asia and North America, working with companies in developing international strategies. His earlier positions include being an Economic Advisor to the United Nations Industrial Development Organisation.

教学/研究领域：

德国柏林自由大学，工商管理博士及硕士学位

德国柏林自由大学，经济学硕士学位

教学/研究领域：

弗沃德教授是中欧国际工商学院市场营销学副教授。此前，他是普福尔茨海姆大学国际商业学教授。此外，他还执教于维尔根·施维宁根合作教育大学，担任西北大学凯洛格管理学院访问副教授，以及森林湖工商管理硕士学院战略管理学讲师。他曾为马里兰大学研究生院进行在线授课。目前，他还是芝加哥伊利诺斯大学和柏林斯泰恩拜斯大学EMBA课程的客座讲师。他的教学领域包括国际市场营销、商业领导力、战略管理、国际商业环境等。他的研究领域有企业对企业的品牌管理、网络市场营销、要素品牌、国际策略和客户关系管理。

学术成就：

弗沃德教授的著述颇丰，其中最新的著作是他和菲利普·科特勒合著的《企业对企业品牌管理》。在互联网营销方面，他已出版了《Living Web》一书，着重介绍商业中的互联网营销和互联网战略。他还就国际战略和客户关系管理问题完成了多篇论文。

企业经验：

弗沃德教授具有丰富的管理咨询经验。在为UBM咨询公司、安达信会计师事务所和艾意凯咨询工作期间，他的足迹遍及欧洲、亚洲和南美洲，为很多公司发展国际战略提供咨询。他早期曾担任联合国工业发展组织经济顾问。

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- Winning the Manufacturing Race / 制造致胜
- Supply Chain Management / 供应链管理
- Project Management / 项目管理

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