

NEW
新课程

B2B
Branding
Programme
B2B品牌管理课程
2008

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CHINA EUROPE INTERNATIONAL BUSINESS SCHOOL

中欧国际工商学院

B2B Branding Programme

Date/Language/Venue: November 4-6, 2008 / English with sequential Chinese interpretation / Shanghai **Fee:** RMB21,800

The need for marketing and branding of Chinese B2B companies has increased dramatically over the past years as they have emerged as regional and global competitors. Over this intensive three-day programme, executives and managers will explore the latest ideas in industrial marketing and B2B brand management. A variety of teaching techniques are employed, including lecture/discussions, planning exercises, and workshops. The lecture/discussions are designed to provide the participants with a framework for understanding and developing an industrial marketing and B2B branding plan.

Objective

The main objective of the programme is to provide participants with key concepts, skills and techniques that will enable them to manage their B2B marketing and brand management strategy and more effectively and efficiently 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 brand and M&A.

Who Should Attend

CEOs, Marketing Executives, Owners of Small and Medium Enterprises, Functional Heads of Divisions, Communication Executives and anyone who is involved in setting and managing their industrial marketing and B2B branding plan and strategy should consider taking this programme.

Programme Benefits

Participants will:

- >> Understand the benefits of industrial marketing and branding
- >> Set up programmes to build marketing and branding plans
- >> Get to know the tools and instruments for marketing and brand management
- >> Understand and avoid common problems in industrial marketing and brand management
- >> Effectively manage brand in a constantly changing global environment
- >> Establish a strong B2B brand particularly for international markets
- >> Learn to evaluate brand and capture business development opportunities

Programme Coverage

- >> Overview of business marketing
- >> Organisational and buying behaviour
- >> Value creation and price innovation
- >> Branding concepts and industrial marketing
- >> B2B branding principles/Branding dimensions
- >> B2B communication and advertisement
- >> Branding commodities
- >> Brand distinctions
- >> Impact of branding and M&A
- >> Brand measurement
- >> Ingredient branding for component suppliers
- >> Chinese brands going global
- >> Global branding

B2B品牌管理课程

时间 / 语言 / 地点：2008年11月4日 - 6日 / 英语授课配汉语交替翻译 / 上海 费用：人民币21,800元

在过去数年中，中国的B2B公司逐渐崛起成为地区及全球竞争者，它们对营销和品牌建设的需求也随之迅猛增长。在这个为期三天、内容安排紧凑的课程中，管理者们将探讨产业营销和B2B品牌管理领域的最新思想和见解。课程将采用讲授/讨论、规划练习和研讨会等多种方法相结合的教学方式。讲授/讨论的设计旨在为学员提供一个框架，让大家了解并学习制定产业营销与B2B品牌建设计划。

目标

课程的主要目标是学员提供关键的概念、技能和方法，使之能够对B2B营销和品牌管理战略进行管理，从而更加有效和高效地实现业务目标。学员将详尽地了解各种相关概念，包括业务价值创造和价格创新、企业间营销的全球战略、组件供应商和B2B销售中的成分营销以及品牌与并购之间的关系等。

对象

以下人员应考虑进修本课程：首席执行官、营销管理人员、中小型企业所有者、职能部门负责人、传播管理人员，以及其他任何负责或参与制定及管理产业营销和B2B品牌建设计划与战略的人员。

受益

通过本课程，学员将：

- >> 了解产业营销和品牌建设的益处
- >> 学会制定营销和品牌建设计划
- >> 掌握营销和品牌管理的工具与手段
- >> 了解并学会避免产业营销和品牌管理中普遍存在的问题
- >> 明了如何在一个不断变化的全球环境中有效地对品牌进行管理
- >> 掌握如何建立一个强大的B2B品牌，尤其是在面向国际市场的情况下
- >> 学会对品牌进行评估以及把握业务发展机遇

课程内容

- >> 企业营销概述
- >> 组织及购买行为
- >> 价值创造与价格创新
- >> 品牌化概念与产业营销
- >> B2B品牌化原则/品牌化维度
- >> B2B传播与广告
- >> 品牌化商品
- >> 品牌区分
- >> 品牌建设对并购的影响
- >> 品牌评估
- >> 组件供应商的成分品牌建设
- >> 中国品牌的全球化建设
- >> 全球品牌建设



Programme

Schedule 课程安排

Day 1		第一天	
morning	>> Introduction to programme	上午	>> 课程介绍
	>> Overview of business marketing		>> 企业营销概览
	>> Organisational & buying behaviour		>> 组织行为与购买行为
	>> Group task definition		>> 小组任务界定
	>> Branding concepts and industrial marketing		>> 品牌化概念与工业营销
afternoon	>> B2B branding principles/Branding dimensions	下午	>> B2B品牌化原则/品牌化维度
	>> Branding commodities		>> 品牌化商品
	>> Case discussion		>> 案例讨论
Day 2		第二天	
morning	>> Brand distinctions	上午	>> 品牌区分
	>> Impact of branding and M&A		>> 品牌建设对并购的影响
	>> Case discussion		>> 案例讨论
	>> Brand communication and pitfalls		>> 品牌传播与陷阱
	>> Brand acceleration		>> 通过品牌化加速发展
afternoon	>> Group exercise	下午	>> 小组练习
	>> Value creation and price innovations		>> 价值创造与价格创新
Day 3		第三天	
morning	>> Group exercise	上午	>> 小组练习
	>> Brand measurement		>> 品牌评估
	>> Ingredient branding		>> 成分品牌化
afternoon	>> Ingredient branding (Continued)	下午	>> 成分品牌化 (续)
	>> Case discussion		>> 案例讨论
	>> Chinese brands going global discussion		>> 关于中国品牌全球化的讨论
	>> Global branding		>> 全球品牌化

Date/Language/Venue

November 4-6, 2008 / English with sequential Chinese Interpretation / Shanghai (CEIBS Shanghai campus, 699 Hongfeng Road, Pudong, Shanghai).

Admissions Procedures

Applications are reviewed as they arrive. Completed applications must be received 20 working days before the start of the programme. Any applications received after that date will be considered on a space-available basis. Please address all applications and enquiries to our customer service team in Shanghai, Beijing or Shenzhen.

Fee

The cost of the programme is RMB21,800, 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

2008年11月4日 - 6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

申请表必须在开课前20个工作日内寄到。所有申请根据先后顺序进行审核。开课前20个工作日内收到的申请视具体情况而定。如需申请表或咨询详情，请联络我院位于上海、北京和深圳的客户服务小组。

收费

整个课程费用为人民币21,800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。开课前15个工作日内提出申请时需立即付费。

撤销报名

开课前15个工作日内要求撤销报名，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。开课前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前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。

** 我院保留对课程信息（包括价格、日期、地点、师资、课程安排和其他细节等）进行调整的权力。*



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 on 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.

教育背景：

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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MULTINATIONAL MANAGEMENT / 跨国经营

- ☐ Success Beyond Borders - Developing a Winning Multinational Company ^{New} / 打造成功跨国企业 ^新
- ☐ Negotiating Effectively with Chinese ^{New} / 与中国人的有效谈判 ^新
- ☐ China Expatriate Programme / 中国外籍经理课程

ADVANCED MANAGEMENT / 高级管理

- ☐ CEIBS-Harvard Business School-IESE Business School Joint Global CEO Programme (Modular) / 中欧-哈佛商学院-IESE商学院合作全球CEO课程（模块制）
- ☐ Mergers and Acquisitions / 企业并购与整合
- ☐ Advanced Management Programme (Modular) / 总经理课程（模块制）
- ☐ Diploma in Hospital Management Programme (Modular) / 医院管理文凭课程（模块制）
- ☐ CFO Programme (Modular) / CFO课程（模块制）
- ☐ CEIBS-Harvard Business School-Tsinghua SEM Joint Senior Executive Programme (Modular) / 中欧-哈佛商学院-清华大学经济管理学院合作高级经理人课程（模块制）

CORPORATE GOVERNANCE / 公司治理

- ☐ CEIBS-Wharton Joint Programme: Corporate Governance and Board of Directors / 中欧-沃顿商学院合作公司治理和董事会课程

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- ☐ Diploma in Management Programme (Modular) / 管理文凭课程（模块制）
- ☐ CEIBS-Michigan Ross School of Business Joint Diploma in Management Programme (Modular) / 中欧-密歇根大学罗斯商学院合作管理文凭课程（模块制）
- ☐ Management Development Programme (Modular) / 管理发展课程（模块制）

STRATEGY & LEADERSHIP / 战略与领导艺术

- ☐ Strategy Execution ^{New} / 战略实施 ^新
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- ☐ Strategic Leadership / 领导力发展战略
- ☐ Leadership and Change Management / 领导艺术与变革管理
- ☐ Leadership Programme for High Potentials / 高潜质人才领导力开发课程
- ☐ Women in Leadership Programme / 女性领导力课程

NEGOTIATION & DECISION-MAKING / 谈判和决策

- ☐ Strategic Negotiation Programme / 战略谈判课程
- ☐ Management of Negotiation and Decision-making / 谈判和决策管理

ORGANISATION & MANAGEMENT / 组织与管理

- ☐ Organisational Development and Change ^{New} / 组织发展与变革 ^新
- ☐ Human Resources Management / 人力资源管理

MARKETING & SALES / 市场营销

- ☐ Pricing Strategy ^{New} / 定价战略 ^新
- ☐ B2B Branding Programme ^{New} / B2B品牌管理课程 ^新
- ☐ CEIBS-Columbia Business School Joint Advanced Marketing Management Programme / 中欧-哥伦比亚商学院合作高级市场营销管理课程
- ☐ Building and Managing Brands / 企业品牌的创建与管理
- ☐ Integrated Marketing Communication / 整合营销传播
- ☐ Key Account Management / 关键客户管理
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- ☐ Strategic Sales Forces Management / 战略销售队伍管理

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- ☐ Managing Foreign Exchange Risk ^{New} / 外汇风险管理 ^新
- ☐ Financial Derivatives ^{New} / 金融衍生工具及金融创新 ^新

PRODUCTION-OPERATIONS / 生产经营

- ☐ Delivering Service Excellence ^{New} / 卓越服务管理 ^新
- ☐ Lean Enterprises ^{New} / 精益企业 ^新
- ☐ Winning the Manufacturing Race / 制造致胜
- ☐ Supply Chain Management / 供应链管理
- ☐ Project Management / 项目管理
- ☐ Strategic R&D Management / 战略研发管理

Name (Mr./Ms.) 姓名（先生 / 女士）

Position 职务

» »

Company 公司

Address 地址

» »

City 城市

Province/Country 省 / 国家

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