



# Brand Management in the Automobile Industry

## Objectives

This course is designed for those who want to learn the pedigree of international branding strategies in the automotive industry. This course provides a number of examples of successful as well as poor strategies of major international car manufacturers. This course is for all who enjoy being behind the steering wheel and who want to succeed internationally through developing their own distinctive core competences.

## Target group

Professionals in the Automotive industry, marketing and brand specialists.

## Prerequisites

It will be helpful to have some idea what different car brands exist. Previous educational background should include at least entry level marketing and entry level international or strategic management. Understanding of marketing mix and STP approach is must. The course is held in English (B2+ CEFR)

**Instructor:** doc. Ing. Pavel Štrach, Ph.D., Ph.D.

**Duration:** Two 90 minute sessions

**Date:** 23rd April 2021 from 8.30 to 12 am (Central European Time)

## Mode of instruction:

On-line synchronous interaction (MS Teams)

## Course content

Booming competition in the global car market has recently caused a few headaches to several traditional producers. Simultaneously, the outbreak of global pandemic and gradual introduction of surreal emission standards have created additional challenges for car producers. An increasing number of available marques and models makes it more difficult for marketing specialists to get their message across to potential buyers, differentiate their products and send the right message. Product and market relevant brand strategies have become key components of international success in the automobile industry.

The course includes an international strategy overview (theory component), overview of global car brand strategies (context component) and a few creative tasks (application component).



## Instructor



### **doc. Ing. Pavel Štrach, Ph.D., Ph.D.**

is a graduate of the University of Economics in Prague, the Faculty of Management (Bc., Ing.) and the Faculty of Business Administration (Ph.D.). He also completed his doctorate at the University of Otago (New Zealand) and defended the habilitation Prešov University (Slovakia). Between 2006-2018, he worked as a permanent visiting professor at the IONA College, LaPenta School of Business in New York. Between 2014 and 2016, he worked as the Professor for International Services and Innovation at the University of Applied Sciences, School of Management in Steyr, Austria. At ŠKODA AUTO University, he has worked intermittently since 2006 in different positions –MBA Program Director, Head of the Department of Marketing and Management and Vice-Rector for International Affairs. Articles by Pavel Štrach dealing with the strategies in international business have been published in more than 25 countries on 4 continents, e.g. in Journal of Knowledge Management, Journal of Product and Brand Management, Services Marketing Quarterly or Behaviour & Information Technology.