



## Strategy and Brand Management in the Brewing Industry (online)

### 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)  
Synchronous sessions on a daily basis (Mon-Fri)

### Course Content

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

The course programme also includes:

- Virtual study visits to related companies and institutions

### 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

€ 550  
This includes tuition and application fees.  
Early Bird fee € 500 until October 1.

### Credits

- 4 ECTS credits

### Registration Deadline

- 15 November 2020

### Contact, Enquiries and Registration

HWR Berlin Summer and Winter School  
Email: [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)  
[www.hwr-berlin.de/summerschools](http://www.hwr-berlin.de/summerschools)

# Syllabus

For a more detailed syllabus, please email [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)

## Lecturers

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

The brewing industry is a mature industry that is characterised by both a substantial decline in beer consumption in traditional markets while at the same time enjoying a strong growth in emerging economies and niche markets, most importantly in craft beer markets. There are numerous strategic and marketing-related issues at stake.

## 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:** Group presentations

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	Discussion with experts from the German Brewing Federation
5	Brewing beer – historical and practical perspectives    Grow to be great 2: case studies
6	Beer, brewing and entrepreneurship – an ideation exercise    Group presentations

## 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:** Group presentations

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	Virtual study visit to related company or institution    Presentations

