

# HWR Berlin Winter School 2024

## Strategy and Brand Management in the Brewing Industry

### 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.

### Dates

1 – 5 January Virtual Reading Week  
7 – 20 January On-site Classes in Berlin

### 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 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 and economics (after two years of study) or graduates with good standing.

### Number of Participants

20–25

### Course Fees

€ 930 (without accommodation)

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

### Credits

150 hours workload / 6 ECTS credits include

- 40 contact hours business course
- 10 contact hours German culture and society
- Reading Week incl. monitored self-tests
- Excursions and company visits
- Optional extra credit on request

### Accommodation

- Student hotel (double + single room)
- Arrival 7 January (move-in), departure 20 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 surrounding area (e.g. museums, palaces, ice skating, trip to Potsdam) about twice a week.

### Registration Deadline

- 15 October 2023
- 1 October 2023 for nominated students from partner universities

### 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. Carsten Baumgarth, Prof. Dr. Jens Gammelgarth

## Week 1

### Virtual Reading Week

The virtual reading week aims at sensitizing the participants to strategy and brand management issues in the contemporary brewing industry. Moreover, students will develop a basic understanding of some more general concepts relevant to the brewing industry. Altogether, students will be asked to study papers and answer associated questions (monitored self-tests).

## Week 2

### On-site Programme in Berlin

Students will gain deep insights into 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.

Day	Strategic Management in the Brewing Industry
1	<ul style="list-style-type: none"><li>Beer and the brewing industry: Historical landmarks and contemporary challenges</li><li>Introduction into assessment procedure for week 2</li></ul>
2	<ul style="list-style-type: none"><li>Strategy and rivalry in the brewing industry: The perspectives of global players and microbreweries</li></ul>
3	<ul style="list-style-type: none"><li>Study visit to the German Brewing Federation</li></ul>
4	<ul style="list-style-type: none"><li>M&amp;A strategies of global breweries: A case study of Carlsberg's internationalization process</li></ul>
5	<ul style="list-style-type: none"><li>Institutions and ownership: Carlsberg's exit strategy in Russia</li></ul>

## Week 3

### On-site Programme in Berlin

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.

Day	Branding Beer: Approaches to Brand Management in the Brewing Industry
1	<ul style="list-style-type: none"><li>Consumerism: Consumer Behavior towards Beer brands</li></ul>
2	<ul style="list-style-type: none"><li>Fundamentals of Beer Brand Management: The Brand Canvas</li></ul>
3	<ul style="list-style-type: none"><li>Innovative Approaches to Beer Brands: From Art and Handmade to Sustainability</li></ul>
4	<ul style="list-style-type: none"><li>Performance of Beer Brands: From Eye-Tracking, to the Brand Image Measurement and Brand Equity</li></ul>
5	<ul style="list-style-type: none"><li>Study visit to related company</li><li>Assessment: final test</li></ul>

## Weeks 2–3: Cultural Module

German Culture and Society: Intercultural Perspectives
<ul style="list-style-type: none"><li>Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papers</li><li>The reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience</li></ul>

\* Course content/lecturers may be subject to change