



**UNIVERSITY OF
STIRLING**

ISS9BS: MARKETING AND BRANDING SCOTLAND

US CREDITS: 3

This module introduces the importance of culture in marketing operations with specific reference to Scotland. Framed within a review of Scotland's economic and cultural history from both a Scottish and a global perspective, it examines the relevance of national identity and country-of-origin effect (also known as nation branding) in the creation of brand value. Contemporary case studies within food and drink production and the cultural industries will be used to illustrate core course concepts. Special attention will be given to the internationalization process of small and medium-sized enterprises, citing Scottish examples. A multi-disciplinary approach makes this course accessible and interesting to students with a limited marketing background but also useful and informative to business and marketing students who wish to develop their knowledge in this niche area.

Field Trips/Highlights:

There will be instructor-led excursions to a Scottish beverage maker and food producer or retailer with opportunity to enjoy the natural environment that contributes to Scotland's brand. Students will be offered guidance to personally explore local attractions and immerse themselves in the Scottish culture.

2010 International Summer School

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