



Course Title: Brands without Borders: Exploring Global Marketing Strategies in London

Program and Date: May 13-May 28, 2025

Academic Department: Business Administration

Instructor Name: Lynnette Guzzino

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Get to Know Your Professor

My name is Lynnette Guzzino. I teach primarily International Business, marketing and law courses. My undergraduate degrees are in Economics and French from Loyola University, New Orleans. My MIM (Masters International Management) is from Thunderbird Graduate School of International Management at Arizona State, and my Juris Doctor degree is from Loyola University School of Law. I have led several study abroad programs in London with CCSA. I have also led programs to Nicaragua and participated in study abroad programs to Costa Rica and Peru. I lived and worked in Paris and Madrid and have traveled extensively throughout Europe. I worked for Grey, an international advertising agency, on Procter & Gamble accounts; and Siboney Publicidad on Colgate advertising campaigns. My language ability includes French and Spanish. I am comfortable taking students around London and the environs to meet with various business managers, experience iconic sites and to learn about global brands and manufacturing in real world settings. This course is a great opportunity to develop global business understanding and expand your personal and professional horizons!

Course Description

Expand your world view and gain real-world knowledge of international business and marketing practices in one of the most dynamic business and financial markets in the world. Through visits to international brand and manufacturing companies, retailers, transportation hubs and distributors, students gain an understanding of the complexities of international trade and the impact of cultural and economic differences. Learn about global brand image, production and communication strategies at such sites as Lloyds of London, the Port of London Authority, Mini Cooper and Beefeater Gin, while touching base with London's legal system at the Royal Courts of Justice and the Inns of Court.



Course Level

Undergraduate, 3 credit hours

Prerequisite(s)

An introductory Business or Marketing course, or consent of instructor.

Student Learning Outcomes

Upon completion of all coursework with a passing grade and full participation in course activities, students shall be able to:

Learning outcomes: Students will be able to:

- LO1: Identify how cultural factors (language, tastes, values, religion, education, etc.) impact international marketing and advertising
- LO2: Explain opportunities and challenges of expanding a product/brand in the global marketplace
- LO3: Assess different factors that shape global marketing and production strategies.
- LO4: Analyze how economic and legal issues impact business strategy for international companies.
- LO5: Describe differences in product distribution systems in global markets
- LO6: Compare/contrast aspects of the legal systems in Great Britain vs United States

Required Readings and Materials

Assigned articles prior to departure :

1. Branding Case Studies

<https://cretesoltech.com/global-branding-case-studies/>

2. Global Marketing Strategy

<https://www.mediabeacon.com/en/blog/global-marketing-strategy>

3. Global strategies to inspire

<https://veracontent.com/mix/global-marketing-strategies/>

4. International marketing



<https://entm.ag/rNVObg>

Assignments and Grades

Assignments

Country research	20	Pre-program assignment
International Company research	20	Pre-program assignment
Article Readings	10	Pre-program assignment
Journal /reflections	20	Post program
Participation	10	Onsite
Site visit summaries (4)	40	Onsite/post program
Total	20	Pts

Grading Scale

The following scale will be used to compute your grade.

A	90% to 100%
B	80% to 89%
C	70% to 79%
D	60% to 69% [Not appl. for graduate students]
F	59% and below

Onsite Learning Experiences and Activities

Onsite learning experiences in this class will likely include the following site visits. This is a tentative list which will be replaced with a detailed daily itinerary of class meetings and field trips prior to the departure date.

Landor & Fitch
Lloyds of London
Mini Cooper manufacturing
Royal Courts of Justice
The Otherly brand firm
Port of London
Beefeater Gin
British Museum
Twinings Tea
Cadbury
Oxford



Attendance Policy

Attendance is mandatory at all scheduled activities and class meetings as well as field trip excursions. This includes any virtual meetings before and after the onsite experience. Repeated absences, including for ill health, will require documentation to be excused.

Unexcused absences from required events will result in a participation penalty in the calculation of final grade. 5pts will be deducted from final grade for each unexcused absence.

Academic Integrity Policy

The work you will do in this course is subject to the Student Honor Code of your home institution. Plagiarism will result in the grade of zero for the assignment.

Physical Expectations

Program requires walking 3-5 miles per day on uneven pavement in all kinds of weather and long periods of standing. Students must be able to carry their own bags/belongings.

Includes crossing busy intersections, climbing stairs in subway stations, boarding and departing trains and subway cars.

Disability Accommodation

CCSA is committed to providing access to education abroad to the extent possible in a study abroad setting. The earlier CCSA and the faculty know the needs, the more likely we can accommodate them. At a minimum, students seeking accommodations are to contact both the CCSA office and the faculty one month in advance of the program's beginning. Students seeking such accommodation must provide CCSA with a copy of the letter on file with their own Office of Disability Services outlining what services they receive on their home campus.

Title IX Policy

Sexual misconduct (including sexual harassment, sexual assault, and any nonconsensual behavior of a sexual nature) and sexual discrimination violate CCSA policies. Students experiencing such behavior may obtain support from the Onsite Program Director or the CCSA Executive Director. To report sexual misconduct or sex discrimination, contact either of these two officers. Disclosure to faculty instructors or CCSA officers of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on the program or involving a visitor, student or employee is not confidential under Title IX. Faculty and other CCSA employees are required to forward such reports, including names and circumstances, to the CCSA Executive Director.



Statement about Final Syllabus

Please note that all CCSA syllabi are subject to change, but every effort will be made to ensure participants receive notice of such changes in a timely manner.