

MGT1044- Global Brand Marketing Strategies

COURSE PLAN

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Course Objectives:

1. Understand the methods of managing brands and strategies for brand management
2. Learn nature, scope and structure of International Business.
3. Understand the influence of global environmental factors on international business operations

Course Outcome: At the end of the course the student should be able to

1. Establish and sustain brands and lead to extensions
2. Understand the geopolitical and roll and function of trade bodies
3. Understand theoretical concepts of international business
4. Learn the Service branding
5. Familiarize with Product branding
6. Understand brand portfolio

Session Plan

Session 1-5

Basics of Branding- Global perspective

Global branding concepts -Making of a brand -Branding theory -Brand elements- Visual & Verbal Portions of Brand, Brand Name, Logo, Brand Ambassador and Brand Personality.

Sessions 6- 11

Brand Portfolio & Architecture Management – Global perspective

Product – Brand Matrix, Monolithic Branding, Endorsed Branding, Family Branding, Co-Branding and Hybrid Branding

Sessions 12-18

Brand Building

Brand Equity & Consumer Based Brand Equity – Brand Loyalty, Brand Awareness, Brand Meaning, Brand Response, Brand Relationship, Proprietary Assets.

Sessions 19-23

Product Branding

Global perspective- Cases

Sessions 24-30

Service Branding

Global perspective- Cases

Sessions 31-37

Brand metrics Brand equity measurement - Cases

Sessions 38-45

Trends and Contemporary issues

Branding in a changing world

D2C brands -Digital frontiers and social media in branding

Text Book

Kevin Lane Keller (2015), Strategic Brand Management, 4th Edition, Pearson Education

Resources

Case studies and articles will be uploaded in the Teams class material folder periodically

Assessment

Component	Weight
CAT 1 & 2	30
DA-1 Case analysis -1(Individual)	10
DA-2 Case analysis-1 (Individual)-	10
DA-3 Case Analysis -1(Individual)	10
FAT	40
J component Project	100 Marks

DA1 submission Deadline _ August 30

DA 2&3 Combined submission deadline _ November 5

J component Project Topics

Submit a term paper on the given topic for about 2000 words with a plagiarism check report. Format only MS- word. Each team shall have maximum 6 members and shall choose any of the topics given below.

Review 1- August 25

Review 2- October 6

Review 3 – Report submission

Final Submission on LSM - November 5th , 2022

SI No	Topics	
1	Challenges in building Truly global brands – Where do Indian brands stand?	
2	High street global fashion brands	
3	Underdog branding- Global perspectives	
4	Emergence of New Luxury brand Management around the globe	
5	Brand engagement- Digital and social perspective	
6	Branding of politics –Global cases	
7	Challenges in sustainable building platform brands	
8	Brand tribes	
9	Role of AI in branding	
10	Role of Marketing Tech in Branding	
11	Rise of ‘Woke brands’- A critique	
12	Inconspicuous branding- A fad or a lasting trend ?	
13	Role of Semiotics in branding	
14	Anti –branding	
15	Threat of Counterfeit brands	
16	Managing Brand Experience on social platforms	
17	Brand anthropomorphism	
18	Challenges in building	
19	Brand engagement – Gen Z perspective	

