



**TEACHING PLAN – Global Brand Strategy**

<b>SCHOOL: ASOM</b>		<b>ACADEMIC SESSION: 2023–24</b>		<b>MBA, SEMESTER-IV IB FOR STUDENTS' BATCH: 2022-24</b>	
<b>1</b>	<b>Course code</b>	<b>MGTM-404I</b>			
<b>2</b>	<b>Course Title</b>	<b>Global Brand Strategy</b>			
<b>3</b>	<b>Credits</b>	<b>4</b>			
<b>4</b>	<b>Learning Hours</b>	<b>Contact Hours (Class room and Tutorial)</b>		<b>60</b>	
		<b>Assessment</b>		<b>20</b>	
		<b>Guided Study</b>		<b>20</b>	
		<b>Total hours</b>		<b>100</b>	
<b>5</b>	<b>Course Objective</b>	<ul style="list-style-type: none"> <li>• Understand the foundational principles of global brand strategy.</li> <li>• Apply strategic thinking in building and maintaining global brand identities.</li> <li>• Analyze cultural and consumer insights for effective global marketing.</li> <li>• Implement comprehensive global brand strategies across diverse markets.</li> <li>• Evaluate and manage global brands through effective governance and measurement.</li> </ul>			
<b>6</b>	<b>Course Outcomes</b>	<p>After completing the course, the student shall be able to:</p> <p>CO1: Develop a comprehensive understanding of global brand strategy principles.</p> <p>CO2: Apply strategic thinking in building and maintaining global brand identities.</p> <p>CO3: Analyze cultural and consumer insights for effective global marketing.</p> <p>CO4: Implement comprehensive global brand strategies across diverse markets.</p> <p>CO5: Evaluate and manage global brands through effective governance and measurement.</p>			
<b>7</b>	<b>Outline syllabus:</b>				
<b>7.01</b>	<b>Paper Code</b>	<b>Unit</b>	<b>Introduction</b>	<b>Reference number</b>	<b>Teaching methods</b>

7.02	Paper Code. Unit I MGTM-404I	(a)	<ul style="list-style-type: none"> <li>• Overview of Brands and Branding</li> <li>• Historical Evolution of Branding</li> </ul> <a href="https://youtu.be/LwrGSKnShmk?feature=shared">https://youtu.be/LwrGSKnShmk?feature=shared</a>  <a href="https://youtu.be/HT-bbxbOa70?feature=shared">https://youtu.be/HT-bbxbOa70?feature=shared</a>  <a href="https://youtu.be/VZTluF0Gx3Q?feature=shared">https://youtu.be/VZTluF0Gx3Q?feature=shared</a>	T1: 2-5 T2: 1-3	Direct Lecture, White board, Group discussion, PPT
		(b)	<ul style="list-style-type: none"> <li>• Importance of Brand Management in Marketing</li> <li>• Brand Equity and Its Components</li> </ul> <a href="https://youtu.be/GHSyuK6-qpk?feature=shared">https://youtu.be/GHSyuK6-qpk?feature=shared</a>  <a href="https://youtu.be/-LSaHgEi1rA?feature=shared">https://youtu.be/-LSaHgEi1rA?feature=shared</a>  <a href="https://www.youtube.com/live/pBFlyGNMquo?feature=shared">https://www.youtube.com/live/pBFlyGNMquo?feature=shared</a>	T1: 12-17 T2: 9-19	Direct Lecture, White board, Group discussion,
		(c)	<ul style="list-style-type: none"> <li>• Role of Brands in Consumer Decision Making</li> </ul> <a href="https://youtu.be/-VEYbyVZh7E?feature=shared">https://youtu.be/-VEYbyVZh7E?feature=shared</a>  <a href="https://youtu.be/iTNBqymRG4M?feature=shared">https://youtu.be/iTNBqymRG4M?feature=shared</a>	T1: 22-26 T2: 21-24	Direct Lecture, White board, Group discussion
7.03	Paper Code. Unit II MGTM-404I	(a)	<ul style="list-style-type: none"> <li>• Developing a Brand Strategy</li> </ul> <a href="https://youtu.be/VrwBu8DYWkE?feature=shared">https://youtu.be/VrwBu8DYWkE?feature=shared</a>  <a href="https://youtu.be/0begsejrxjI?feature=shared">https://youtu.be/0begsejrxjI?feature=shared</a>	T1: 32-37 T2: 27-31	Direct Lecture, White board, Group discussion
		(b)	<ul style="list-style-type: none"> <li>• Brand Positioning and Differentiation</li> <li>• Target Audience and Segmentation</li> </ul> <a href="https://youtu.be/fDw5TQEcnGE?feature=shared">https://youtu.be/fDw5TQEcnGE?feature=shared</a>	T1: 42-53 T2: 34 - 45	Direct Lecture, White board, Group discussion, Q&A

			<a href="https://digitalschoolofmarketing.co.za/digital-marketing-blog/brand-positioning-vs-brand-differentiation-whats-the-difference/">https://digitalschoolofmarketing.co.za/digital-marketing-blog/brand-positioning-vs-brand-differentiation-whats-the-difference/</a>		Session
		(c)	<ul style="list-style-type: none"> <li>• Building a Brand Architecture</li> <li>• Setting Brand Objectives and Goals</li> </ul> <a href="https://youtu.be/zXDmbyBxELA?feature=shared">https://youtu.be/zXDmbyBxELA?feature=shared</a> <a href="https://youtu.be/cM0mEsR8JdI?feature=shared">https://youtu.be/cM0mEsR8JdI?feature=shared</a> <a href="https://www.elementsbrandmanagement.co.uk/how-to-set-brand-goals-and-objectives-to-help-you-grow-your-business/">https://www.elementsbrandmanagement.co.uk/how-to-set-brand-goals-and-objectives-to-help-you-grow-your-business/</a>	T1: 77-89 T2: 52-62	Direct Lecture, White board, Group discussion
7.04	Paper Code. Unit III MGTM-404I	(a)	<ul style="list-style-type: none"> <li>• Creating and Managing Brand Identity</li> <li>• Brand Image vs. Brand Personality</li> </ul> <a href="https://youtu.be/n8KoAHCwnMQ?feature=shared">https://youtu.be/n8KoAHCwnMQ?feature=shared</a> <a href="https://youtu.be/EWKcW3sHg4A?feature=shared">https://youtu.be/EWKcW3sHg4A?feature=shared</a> <a href="https://www.indeed.com/career-advice/career-development/brand-personality-vs-brand-imagery#:~:text=Brand%20personality%20appeals%20to%20the,on%20perception%20and%20audience%20recognition.">https://www.indeed.com/career-advice/career-development/brand-personality-vs-brand-imagery#:~:text=Brand%20personality%20appeals%20to%20the,on%20perception%20and%20audience%20recognition.</a>	T1: 92-107 T2: 75-92	Direct Lecture, White board, Group discussion, PPT
		(b)	<ul style="list-style-type: none"> <li>• Integrated Marketing Communication (IMC)</li> </ul> <a href="https://youtu.be/uYuniXFHncs?feature=shared">https://youtu.be/uYuniXFHncs?feature=shared</a> <a href="https://www.youtube.com/watch?v=iGZZqpytetE&amp;list=PLLy_2iUCG87BZQd6zdOpp8Gewl5tgIRGu">https://www.youtube.com/watch?v=iGZZqpytetE&amp;list=PLLy_2iUCG87BZQd6zdOpp8Gewl5tgIRGu</a>	T1: 115-133 T2: 97-109	Direct Lecture, White board, Group discussion, Q&A Session

		(c)	<ul style="list-style-type: none"> <li>Advertising and Promotion Strategies</li> <li>Social Media and Digital Marketing</li> </ul> <a href="https://youtu.be/LwrGSKnShmk?feature=shared">https://youtu.be/LwrGSKnShmk?feature=shared</a>  <a href="https://www.youtube.com/watch?v=X-pCbWwu50k&amp;list=PLsh2FvSr3n7dntiRgj79wj886_VX_uaDn">https://www.youtube.com/watch?v=X-pCbWwu50k&amp;list=PLsh2FvSr3n7dntiRgj79wj886_VX_uaDn</a>	T1: 172-193 T2: 127-145	Direct Lecture, White board, Group discussion, Q&A Session
7.05	Paper Code. Unit IV MGTM-404I	(a)	<ul style="list-style-type: none"> <li>Brand Extension Strategies</li> <li>Managing Brand Portfolio</li> </ul> <a href="https://youtu.be/KLYysUEtffo?feature=shared">https://youtu.be/KLYysUEtffo?feature=shared</a>  <a href="https://youtu.be/CmsAdwp2M5I?feature=shared">https://youtu.be/CmsAdwp2M5I?feature=shared</a>  <a href="https://youtu.be/0pbjQFcPQWE?feature=shared">https://youtu.be/0pbjQFcPQWE?feature=shared</a>	T1: 212-223 T2: 156-178	Direct Lecture, White board, Group discussion, Q&A Session
		(b)	<ul style="list-style-type: none"> <li>Brand Loyalty and Customer Retention</li> <li>Measuring Brand Loyalty and Satisfaction</li> </ul> <a href="https://youtu.be/H40ghlGWM64?feature=shared">https://youtu.be/H40ghlGWM64?feature=shared</a>  <a href="https://youtu.be/IlbyURD_e7c?feature=shared">https://youtu.be/IlbyURD_e7c?feature=shared</a>  <a href="https://youtu.be/Xze5KP3nTbA?feature=shared">https://youtu.be/Xze5KP3nTbA?feature=shared</a>	T1: 231- 245 T2: 183 - 197	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<ul style="list-style-type: none"> <li>Challenges in Maintaining Brand Consistency</li> </ul> <a href="https://youtu.be/Shk-7SaW-NA?feature=shared">https://youtu.be/Shk-7SaW-NA?feature=shared</a>  <a href="https://youtu.be/KVDDOJft4co?feature=shared">https://youtu.be/KVDDOJft4co?feature=shared</a>	T1: 257-269 T2:212-233	Direct Lecture, White board, Group discussion, Q&A Session

7.06	Paper Code. Unit V MGTM-404I	(a)	<ul style="list-style-type: none"> <li>Identifying and Handling Brand Crises <a href="https://www.searchmyexpert.com/resources/branding-agencies/crisis-management-branding">https://www.searchmyexpert.com/resources/branding-agencies/crisis-management-branding</a> <a href="https://medium.com/theymakedesign/brand-crisis-management-97f658addfa9">https://medium.com/theymakedesign/brand-crisis-management-97f658addfa9</a></li> </ul>	T1: 276-287 T2: 237-245	Direct Lecture, White board, Group discussion, Q&A Session
		(b)	<ul style="list-style-type: none"> <li>Rebranding Strategies</li> <li>Emerging Trends in Brand Management</li> </ul> <a href="https://youtu.be/HvuWXjoLQxk?feature=shared">https://youtu.be/HvuWXjoLQxk?feature=shared</a>  <a href="https://youtu.be/dwgF1Ii5_xM?feature=shared">https://youtu.be/dwgF1Ii5_xM?feature=shared</a>  <a href="https://youtu.be/QrSMEmE0ekY?feature=shared">https://youtu.be/QrSMEmE0ekY?feature=shared</a>	T1: 289-298 T2: 249-262	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<ul style="list-style-type: none"> <li>Global Branding and Cultural Considerations</li> <li>Ethical Issues in Branding</li> </ul> <a href="https://youtu.be/0rgWnlpXII8?feature=shared">https://youtu.be/0rgWnlpXII8?feature=shared</a>  <a href="https://youtu.be/sXdPEHDXjZI?feature=shared">https://youtu.be/sXdPEHDXjZI?feature=shared</a>  <a href="https://citeseerx.ist.psu.edu/document?repid=rep1&amp;type=pdf&amp;doi=f10e6e7a0aabe8329d208fc72de2245a1c846325#:~:text=An%20ethical%20brand%20should%20not,or%20help%20promote%20public%20good.&amp;text=The%20image%20of%20a%20brand,testing%2C%20labour%20disputes%2C%20etc.">https://citeseerx.ist.psu.edu/document?repid=rep1&amp;type=pdf&amp;doi=f10e6e7a0aabe8329d208fc72de2245a1c846325#:~:text=An%20ethical%20brand%20should%20not,or%20help%20promote%20public%20good.&amp;text=The%20image%20of%20a%20brand,testing%2C%20labour%20disputes%2C%20etc.</a>	T1: 312-323 T2: 267-283	Direct Lecture, White board, Group discussion, Q&A Session
<b>8</b>	<b>Course Evaluation</b>				
<b>8.10</b>	<b>CA: 40%</b>				
<b>8.1</b>	<b>Attendance</b>	5%			
<b>8.12</b>	<b>Homework</b>	20%			
<b>8.13</b>	<b>Quizzes</b>	15%			
<b>8.14</b>	<b>Projects</b>	5%			
<b>8.15</b>	<b>Presentation</b>	15%			
<b>8.16</b>	<b>Any other</b>	--			

8.2	MTE(IA)	20%
8.3	End-term examination: 60%	
9	Text Books & References	
9.1	Text books	<ul style="list-style-type: none"> <li>• "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" by Kevin Lane Keller</li> <li>• "Brand Management: Principles and Practice" by Kirti Dutta</li> <li>• "Managing Brand Equity" by David A. Aaker</li> </ul>
9.2	References	<ul style="list-style-type: none"> <li>• "Contemporary Brand Management" by John M.T. Balmer and Steve Brown</li> <li>• "Global Brand Strategy: World-wise Marketing in the Age of Branding" by Sicco van Gelder</li> </ul>
9.3	Video References	<a href="https://www.youtube.com/watch?v=BRlzbDry6Ew&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC">https://www.youtube.com/watch?v=BRlzbDry6Ew&amp;list=PLLy_2iUCG87BRuLgSpHX_-Xr3uNtULKBC</a> <a href="https://youtu.be/GHSyuK6-qpk?feature=shared">https://youtu.be/GHSyuK6-qpk?feature=shared</a> <a href="https://youtu.be/csWXTRDMOqU?feature=shared">https://youtu.be/csWXTRDMOqU?feature=shared</a> <a href="https://www.youtube.com/watch?v=eeLcI2scuTI&amp;list=PLFW6lRTa1g837sHNFqqejAbgGOYhvewZM">https://www.youtube.com/watch?v=eeLcI2scuTI&amp;list=PLFW6lRTa1g837sHNFqqejAbgGOYhvewZM</a> <a href="https://youtu.be/xL6c2QpKIFM?feature=shared">https://youtu.be/xL6c2QpKIFM?feature=shared</a>

#### Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		
Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV (b)				✓	
Paper Code. Unit IV (c)				✓	
Paper Code. Unit V (a)					✓
Paper Code. Unit V (b)					✓
Paper Code. Unit V (c)					✓

### **Unit 1: Introduction to Global Brand Strategy**

1. What are the foundational principles of branding, and why are they important in the global business landscape?
2. Explain the differences between local and global brands, highlighting their significance in consumer perception and market reach.
3. How has global branding strategy evolved over time, and what are the key factors driving this evolution?
4. Discuss the role of globalization in shaping the strategies of global brands.
5. Why is it essential for companies to understand the cultural nuances of different markets when developing global branding strategies?
6. How do global brands adapt their messaging to resonate with diverse audiences while maintaining brand consistency?
7. Analyze the challenges faced by global brands in maintaining relevance and authenticity in local markets.
8. What are some successful examples of global branding strategies, and what lessons can be learned from them?
9. Explain the concept of brand equity and its importance in the context of global branding.
10. Discuss the future trends and innovations expected in the field of global brand strategy.

### **Unit 2: Building a Global Brand Identity**

11. Define brand identity and its significance in the global marketplace.
12. How can companies craft compelling brand stories that resonate with audiences worldwide?
13. Discuss the role of design and visual elements in building a strong global brand identity.
14. Explain the concept of brand consistency across cultures and its challenges.
15. Analyze the impact of cultural diversity on global brand identity development.
16. What strategies can companies employ to ensure their brand identity is relevant and appealing across different cultural contexts?
17. Explore the role of storytelling in shaping consumer perceptions of global brands.
18. How do global brands maintain authenticity while adapting to different cultural norms and values?
19. Discuss the importance of brand personality in global brand identity development.
20. Provide examples of global brands with distinct and memorable identities, and analyze what makes them successful.

### **Unit 3: Market Research and Consumer Behavior**

21. Why is global market research crucial for companies seeking to expand their brand internationally?
22. Discuss the methods and tools available for conducting effective global market research.
23. How can companies analyze cultural and consumer insights to inform their global branding strategies?
24. Explore the concept of cross-cultural consumer behavior and its implications for global marketing.
25. What challenges do companies face when adapting marketing strategies for diverse global audiences?
26. Discuss the role of consumer psychology in shaping global branding strategies.
27. Provide examples of successful global marketing campaigns that effectively targeted diverse consumer segments.
28. How can companies leverage data analytics to better understand global consumer behavior?
29. Explain the importance of localization in global marketing and branding efforts.
30. What ethical considerations should companies keep in mind when conducting global market research?

### **Unit 4: Implementing Global Brand Strategies**

31. Define global brand positioning and differentiation, and explain their significance in the global marketplace.
32. How can companies integrate marketing communications effectively in a global context?
33. Discuss the role of digital platforms in enhancing global brand visibility and engagement.
34. Explore the challenges of extending global brands into new products or services.
35. What strategies can companies employ to maintain brand consistency across various markets and channels?
36. Provide examples of successful global brand extensions and analyze the factors contributing to their success.
37. Discuss the importance of cultural sensitivity in global brand strategy implementation.
38. How can companies overcome cultural barriers when implementing global branding strategies?
39. Explain the concept of brand alignment and its role in global brand strategy execution.
40. Discuss the potential risks and rewards associated with global brand strategy implementation.

### **Unit 5: Managing and Measuring Global Brands**

41. What is brand governance, and why is it essential for managing global brands effectively?



42. Discuss the role of stakeholder management in protecting and enhancing global brand reputation.
43. How should companies approach crisis management in the context of global branding?
44. Explain the metrics and key performance indicators used to measure the success of global brands.
45. Analyze the challenges of evaluating return on investment in global branding efforts.
46. Provide examples of companies that have effectively managed global brand crises and recovered their reputation.
47. Discuss the importance of brand transparency and accountability in global brand management.
48. How can companies leverage social media and online platforms to manage their global brand image?
49. Explain the concept of brand equity and its relationship to global brand management.
50. What strategies can companies employ to build and maintain trust with global consumers?

### **PROJECT**

1. What are the fundamental principles underlying global branding strategies, and why are they essential in today's business environment?
2. How do local brands differ from global brands, and what are the key factors driving the evolution of global branding strategies?
3. Discuss the significance of brand identity within a global context and the challenges associated with maintaining consistency across diverse cultures.
4. How can organizations craft compelling brand stories that resonate with global audiences while respecting cultural nuances?
5. In global branding, how do design and visual elements contribute to establishing a strong brand identity, and what considerations should be made for cross-cultural appeal?
6. What methods and approaches are employed in conducting effective global market research, and how does it influence branding strategies?
7. Analyze the role of cultural insights in shaping consumer behavior and adapting marketing strategies for diverse global audiences.
8. How can global brands effectively position themselves in different markets while maintaining differentiation and relevance?
9. Discuss the importance of integrated marketing communications in global branding efforts and provide examples of successful campaigns.

10. How do digital platforms enable organizations to extend their global brand reach, and what strategies are effective in leveraging these platforms?
11. Explore the challenges and opportunities associated with extending global brands into new products or services.
12. What measures should organizations implement for effective brand governance and stakeholder management in a global context?
13. Discuss the strategies and best practices for managing crises that may arise in the global branding landscape.
14. What are the key metrics and performance indicators used to measure the success of global branding efforts, and how do they contribute to evaluating return on investment?
15. Evaluate the role of global branding in driving business growth and competitiveness, considering both short-term and long-term perspectives.