

MBE II Year	MBE--E315/415		Semester-III/IV		
	International Brand Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30	70	100	03	40

INTERNATIONAL BRAND MANAGEMENT

OBJECTIVE: To provide a comprehensive knowledge of International Brand Management in the context of intensifying competition between brands in the global landscape.

- Concept of a brand, classification of brands, Brand Vs product, Brand Vs Trademarks, evolution of brand, brand perspectives, branding challenges and opportunities, concept of brand equity. Programme. **(8Hours)**

- Brand development – Extension, rejuvenation, re-launch product Vs Brands, The brand equity concept , establishing a brand equity concept, identity and image, brand leveraging & brand performance-establishing a brand equity management system, measuring sources of brand equity and consumer mind set, co-branding, celebrity endorsement. **Case Studies1:** Sonal Sisodia, Nimit Chowdhary, (2011) "ABIL's dilemma: to brand or not to brand in India", **(8Hours)**

Designing and implementing brand strategies: brand product matrix, brand hierarchy, brand extensions, advantage and disadvantages of brand extension, evaluation of brand extension, managing brands over time, reinforcing brands, revitalizing brands, and adjustment to the brand portfolio. **Case Studies2:** Jaydeep Mukherjee, Mukund Trivedy, (2011) "Corporate brand building at SRF: challenge of selecting the brand consultant", **(8Hours)**

- Rationale for going international, making brands to go global, need of geographical extensions of brands, opportunities of global branding, consumers & globalization, conditions favoring global brands, organizing for a global brands, advantages and disadvantages of global marketing. **(8Hours)**

- Global consumer based brand equity, global brand positioning, building global customer based brand equity, similarities and differences in the global branding landscape, steps in global brand building, marketing infrastructure for global branding, brand partnership, global & local control, balanced standardization Vs customization, implantation of global brand equity measurement system, leverage brand elements. **(8Hours)**

SUGGESTED READING:

1. Jean Noel, Kapferer: *Strategic Brand Management*, Kogan Page.
2. Kevin Lane Keller: *Building, Measuring and Managing brand equity* Prentice Hall.
3. Y.L.R. Murthy: *Brand Management*, Vikas Publishing House.
4. Subrato Sen Gupta: *Brand Positioning*, Tata McGraw Hill.
5. Chunawala: *Compendium of Brand Management* , Himalayan Publishing House.
6. Harsh. V. Verma: *Brand Management*, Excel books.
7. Dr. S.L. Gupta: *Brand Management Text & cases (an Indian perspective)* Himalayan Publishing House
8. **Case Study 1:** Sonal Sisodia, Nimit Chowdhary, (2011) "ABIL's dilemma: to brand or not to brand in India", Emerald Emerging Markets Case Studies, Vol. 1 Issue: 1, pp.1-11,
<https://doi.org/10.1108/2045062111128583> Permanent link to this document:
<https://doi.org/10.1108/2045062111128583>
9. **Case Study 2:** Jaydeep Mukherjee, Mukund Trivedy, (2011) "Corporate brand building at SRF: challenge of selecting the brand consultant", Emerald Emerging Markets Case Studies, Vol. 1 Issue: 4, pp.1-18,
<https://doi.org/10.1108/2045062111201257> Permanent link to this document:
<https://doi.org/10.1108/2045062111201257>

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.