

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration				Branch/Spec.	International Business			
Semester	V				Version	1.0.0.0			
Effective from the Academic Year			2026-27		Effective for the Batch admitted in			July 2024	
Course Code	BINB301		Course Name			Brand Management in International Markets			
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	04	00	00	00	04	Theory	50	50	100
Hours	04	00	00	00	04	Practical	00	00	00
Pre-requisites:									
Students should have basic knowledge of General Management and Marketing Management.									
Course Objective:									
The course aims at providing fundamental knowledge and exposure to the concepts, theories, and practices in the field of International Brand Management.									
Course Outcomes:									
On successful completion of the course, the students will be able to:									
CO1	understand foundational concepts of brand management and differences in international markets.								
CO2	analyse branding strategies and global brand equity frameworks.								
CO3	apply brand positioning, brand communication, and digital branding for global audiences.								
CO4	evaluate international branding challenges and measure global brand performance.								
Theory Syllabus									
Unit	Content								Hrs.
1	Introduction to Global Brand Management: Meaning, Nature and Scope of Branding, Brand Vs. Product, Brand Portfolio, Brand Hierarchy, Challenges and Opportunities in International Branding, Strategic Brand Management Process, Globalisation of Brands – Standardisation Vs. Adaptation, Cultural Influence on Brand Perception,								15
2	Brand Positioning and Equity in Global Markets Customer-Based Brand Equity (CBBE) Models, Sources and Benefits of Brand Equity, Global Brand Positioning Strategies, Brand Identity, Brand Image, Brand Personality, Brand Architecture and Portfolio Decisions, Brand Equity Measurement Frameworks,								15
3	Brand Communication and Digital Branding Integrated Brand Communication in Global Markets, Digital Branding and Social Media Strategy, Role of Brand Ambassadors and Influencers, Cross-Cultural Message Adaptation, Content Localisation for Global Markets,								15
4	Brand Implementation, Control, and Performance: Measuring Brand Performance and Audit, Brand Tracking and KPI Frameworks, Managing Global Brand Crises and Reputation, Legal Aspects in Branding, Ethical Branding, Brand Extension and Revitalisation Internationally, Emerging Trends in Global Brand Management,								15
Practical Content									
Exam: Theory 100%, Numerical 0%									
Text Books									
1	Strategic Brand Management – Kevin Lane Keller								
Reference Books									
1	Managing Brand Equity – David A. Aaker								
2	Global Brand Strategy – Jean-Noël Kapferer								
3	Global Brand Strategy: World-wise Marketing in the Age of Branding – Jan-Benedict Steenkamp								
4	Global Brand Management: A Guide to Developing, Building & Managing an International Brand – Laurence Minsky & Ilan Geva								
ICT/MOOCs Reference									
1	https://onlinecourses.swayam2.ac.in/imb24_mg76/preview?utm_source								

Mapping of CO with PO and PSO:															
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	2	1	2	1	1	3	2	2	2	3	1	2	1
	CO2	3	2	1	3	1	1	3	2	3	2	3	2	3	2
	CO3	2	3	2	3	1	2	3	3	3	2	3	3	3	3
	CO4	2	2	1	3	3	2	3	3	3	3	3	2	3	3