

# GLOBAL BRAND MANAGEMENT



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**GLOBAL BRAND MANAGEMENT**

## **Unit - I**

Product planning decision, product hierarchy, internationalization of product development process, country of origin and global brands, standardization v/s customization.

## **Unit - II**

Branding concept: Branding, salient features of global brand, brand image ,brand personality, brand loyalty , global brand building, brand resonance, global brand equity, brand elements, brand extension, global brand positioning, brand value.

## **Unit - III**

Globalization of brands: geographical extension, sources of opportunities for global brands, barriers of globalization, quality and global standards, global brand awareness.

## **Unit – IV**

Brand portfolio, brand growth in global markets, socio-cultural factors and global brands, brand reinforcement and revitalization, corporate brand and destination brand, celebrity endorsement, global branding research.