



# SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

## UG/PG (Revised Curriculum under NEP w.e.f. June 2023)

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓					✓			

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓		✓						

SPECIALIZATIONS									
BA	Eco	Eng	Psy	Gen					
Tick ✓									
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytics	Gen
Tick ✓				✓					

<b>Name of Board of Studies</b>	<b>Commerce</b>
<b>Name of the Department</b>	<b>M.Com</b>
<b>Name of Head of Department</b>	<b>Dr. Hrishikesh Soman</b>
<b>Title of the Course</b>	<b>Building Global Brands in Digital Age</b>
<b>Course Code</b>	
<b>Type of Course (New / Revised)</b>	<b>New</b>
<b>Nature of Course (Maj/Min/AEC/SEC/VEC/VSC)</b>	
<b>Number of Credits</b>	<b>4 Credits</b>
<b>Name of the Faculty</b>	<b>Dr. Zakira Shaikh</b>
<b>Date of Approval by BoS</b>	<b>3<sup>rd</sup> June 2023</b>
<b>Date of Implementation</b>	

<b>Course Outcomes:</b>
1. Identify technologies and trends shaping the future of branding in Global markets
2. Define various Global marketing principles and identify key competencies needed to enter and build Global brands
3. Construct motivating brand identities and value propositions for key brands.

4. Create a comprehensive brand architecture/Portfolio that will provide strategic direction

5. Develop the ability to think critically about different perspectives while crafting a Global Brand

<b>DETAILS OF SYLLABUS</b>		
<b>UNIT NUMBER</b>	<b>DETAILS</b>	<b>NUMBER OF LECTURES</b>
1.	<p><b>Title: Branding in Digital Era</b></p> <p>1.1 Why do brand matters to consumers?            1.2 How does Brands offer Strategic leverage to the firm?            1.3 The Power of Being Different and equally Relevant in Digital world (Brand Relevance is the new differentiation)            1.4 Has digital changed the way brands are built today?            1.5 Corporate Identities and Successful Branding            1.6 How the Digital Era is Shaping the Future of Branding?</p> <p><b>Digital Transformation Stories:</b></p> <ul style="list-style-type: none"> <li>• Target focuses on personalization and customer loyalty</li> <li>• H&amp;M connects virtual shopping with the physical conveniences.</li> <li>• Walgreens adopts a mobile-first mentality that also drives in-store traffic</li> </ul>	<b>16</b>
2.	<p><b>Title: Building Global Brands with Digitalization</b></p> <p>2.1 Deciding whether to Go Abroad            2.2 Competing in Global markets            2.3 Deciding which market to Enter:           <ul style="list-style-type: none"> <li>• How many markets to enter?</li> <li>• Evaluating Potential markets.</li> </ul>           2.4 Deciding how to enter the market: Indirect and direct export, Licensing, Joint venture, Direct Investment, Acquisition            2.5 How global brands create value            2.6 Customer Propositions for Global Brands            2.7 Global Marketing Mix Decisions: Global Integration Not Standardization            2.8 Organizational Structures for Global Brands</p> <p><b>Case Articles:</b></p>	<b>16</b>

	<ul style="list-style-type: none"> <li>Marketing as an investment, not a cost: The secret to one brand's digital marketing transformation</li> <li>Reckitt Benckiser: Marketing in the digital age</li> </ul>	
3.	<p><b>Title: Creating Global Brand Positioning:</b></p> <p>3.1 Understanding Positioning and Value Proposition</p> <p>3.2 Identifying Potential Point-of-Differentiation and Point-of-Parity</p> <p>3.3 Establishing strong and relevant Brand Positioning</p> <p>3.4 Alternative Approaches to Positioning:</p> <ul style="list-style-type: none"> <li>Brand Narratives and Story telling</li> <li>Cultural Branding</li> </ul> <p>3.5 Technology killed the Press Release</p> <p>3.6 Consumers are now the media</p> <p>3.7 Media's role in Digital Branding</p> <p>3.8 Global Branding in the age of social media</p>	16
4.	<p><b>Title: Building Brand Equity and Customer Loyalty in Internet Age</b></p> <p>4.1 Managing Brand Equity</p> <p>4.2 Devising a Global Branding Strategy:</p> <ul style="list-style-type: none"> <li>Branding decisions,</li> <li>Branding Portfolios,</li> <li>Brand Extensions</li> </ul> <p>4.3 Ways to Build Brand Loyalty in The Digital Age, with Personalize Customer Experiences</p> <p>4.4 The great debate: Managing Brand versus Managing Customers</p> <p>4.5 The Dynamics of Brand Trust</p> <p>4.6 Impact of social media on Brand Loyalty: Achieving 'E-Trust' through engagement</p>	13
	Assignments: Case Study Analysis, Article Review, Field work and market research, Collaborative and Participative learning and discussions	
		60
Reference List		
<p><b>Suggested Reference Books/Journals/Website/Blogs/Links</b></p> <ol style="list-style-type: none"> <li>How brands become Icons: The Principles of Cultural Branding By D.B. Holt (2004), Copyright 2004 Harward Business School Publishing Corporation.</li> <li>Global Brand Strategy: World-wise Marketing in the age of Branding, By Jan-Benedict Steenkamp, Palgrave Macmillan</li> <li>Branding in the Digital World: How to take an Integrated marketing approach to building a business, By Hillary JM Topper, MPA</li> </ol>		

4. Swaminathan, V., Keller, K. L. (2019). Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition. United Kingdom: Pearson.
5. The Future of Branding. Edited by Rajendra .K. Shrivastava and Gregory Metz Thomas, Sage Publication
6. Aaker, D. A. (2009). Managing Brand Equity. United Kingdom: Free Press.
7. Building Brand Identity in the age of Social Media: Emerging Research and opportunities. By Ekhlassi Amir, Niknejhad Moghadam Mahdi, Adibi, Amir Mohammad · 2018
8. Corporate Cultures and Global Brands: Edited by Albrecht Rothacher, Asia Europe Foundation
9. <https://www.emotivebrand.com/brand-relevance-is-the-new-differentiation/>
10. <https://www.forbes.com/sites/forbescommunicationscouncil/2020/02/13/to-build-brand-loyalty-in-the-digital-age-personalize-customer-experiences/?sh=39f511e813ec>
11. <https://www.hangar-12.com/blog/how-the-digital-era-is-shaping-the-future-of-branding>
12. <https://www.e-zigurat.com/innovation-school/blog/digital-transformation-success-stories/>
13. <https://www.thinkwithgoogle.com/intl/en-154/future-of-marketing/digital-transformation/marketing-as-an-investment-not-a-cost-the-secret-to-one-brands-digital-marketing-transformation/>
14. <https://www.afrbiz.com.au/case-studies/reckitt-benckiser-marketing-in-the-digital-age.html>



Name and Sign of Head

Dr. Hrishikesh Soman

**Examination Pattern****Total Marks: 100 Marks**

Internal: 50 Marks

External: 50 Marks

**Format of the Question Paper**

Q.1: Short Note

Q.2: Long Answer

Q.3: Case study Analysis