

Advanced Institute of Technology & Management

Lesson Plan For Even Session

Class: MBA 3rd SEM

Subject: GMB

Faculty Name: Ms. Messar

Session : July 2025-Dec 2025

Unit	Lecture	Topic	TentativeDate	Actual Date
1st	1	Product planning decision	Friday, 1 Aug 2025	
	2	Product hierarchy	Thursday, 7 Aug 2025	
	3	Internationalisation of product development process	Friday, 8 Aug 2025	
	4	Branding concept	Thursday, 14 Aug 2025	
	5	Branding	Wednesday, 3 Sep 2025	
	6	Salient features of global brand	Wednesday, 20 Aug 2025	
	7	Brand image	Thursday, 21 Aug 2025	
	8	Brand personality	Wednesday, 27 Aug 2025	
	9	Brand loyalty	Thursday, 28 Aug 2025	
2nd	10	Global brand building	Wednesday, 3 Sep 2025	
	11	Brand resonance	Thursday, 4 Sep 2025	
	12	Global brand equity	Wednesday, 10 Sep 2025	
	13	Brand elements	Thursday, 11 Sep 2025	
	14	Brand extension	Wednesday, 17 Sep 2025	
	15	Global brand positioning	Thursday, 18 Sep 2025	
	16	Brand value	Wednesday, 24 Sep 2025	
	17	Global brand awareness	Thursday, 25 Sep 2025	
3rd	18	Globalisation of brands	Wednesday, 1 Oct 2025	
	19	Geographical extension	Wednesday, 8 Oct 2025	
	20	Sources of opportunities for global brands	Thursday, 9 Oct 2025	
	21	Barriers of globalisation	Wednesday, 29 Oct 2025	
	22	Quality and global standards	Thursday, 6 Nov 2025	
	23	Country of origin and global brands	Wednesday, 12 Nov 2025	

	24	Standardisation versus customisation	Thursday, 13 Nov 2025	
4th	25	Brand portfolio	Wednesday, 19 Nov 2025	
	26	Brand growth in global markets	Thursday, 20 Nov 2025	
	27	Sociocultural factors and global brands	Friday, 21 Nov 2025	
	28	Brand reinforcement and revitalisation	Thursday, 27 Nov 2025	
	29	Corporate brand and destination brand	Friday, 28 Nov 2025	
	30	Celebrity endorsement & Global branding	Friday, 28 Nov 2025	