



DEPARTMENT OF MANAGEMENT STUDIES

GUEST LECTURE

Title	Global Branding Strategies
Department	Department of Management Studies
Date	16.12.2025
Time	9.00 am
Speaker Name	Ms. Tanisha G
Brief Description	<p>A guest lecture on Global Branding Strategies was organised by the Department of Management Studies to provide students with industry-oriented insights into how brands build, manage, and scale their presence across international markets. The session aimed to bridge theoretical concepts of branding with real-world global business practices.</p> <p>The key objectives of the session were:</p> <ul style="list-style-type: none"> • To understand the concept and importance of global branding. • To analyse different global brand strategy models • To examine challenges faced by brands while entering international markets • To learn best practices and success stories of global brands. <p>The lecture began with an overview of global branding, emphasising how a global brand maintains a consistent identity while adapting to local market needs. The importance of brand equity, brand purpose, and brand promise in a global context was highlighted.</p> <p>The speaker explained various global branding approaches:</p> <p>Standardization Strategy – Uniform branding across countries for cost efficiency and consistent image.</p> <p>Adaptation Strategy – Customizing branding elements to suit local cultures and consumer preferences</p> <p>Glocal Strategy – A hybrid approach combining global consistency with local relevance.</p> <p>The lecture concluded with an interactive Q&A session where students actively engaged with the speaker. Questions related to career opportunities in brand management, emerging global markets, and the future of global branding were addressed. The guest</p>

lecture on Global Brand Strategies was highly informative and enriching. It provided valuable industry perspectives and enhanced students' understanding of how brands compete and grow in a globalized business environment. The session successfully reinforced the relevance of strategic branding in today's competitive global markets. The institution sincerely acknowledges the guest speaker for sharing valuable knowledge and insights. Gratitude is also extended to the Dr. Manjunatha , Principal and Dean Academics – Dr.R.J Anandhi , faculty coordinator Dr.Priyameet Kaur Keer, Professor for the successful conduct of the guest lecture.

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