DATE	TIME	THEME	SUMMARY PODCAST	CASE INTRO	CASE DISCUSSION	REFERRED READINGS
26.2.2019	NO LECTURE	0) Course intro	Released 23.2.2019	-	-	-
28.2.2019	15.15-18.00	1) Product innovation management	Released 23.2.2019	CASE 1: Aalto University Executive Education (17:00-)	-	Bertini, Marco & Tavassoli, Nader & Bolingbroke, Michael & van Bockel, Huib (2017): When It's Time to Expand Beyond the Base, HBR Case Study and Commentary, September 2017. / Leonard, Dorothy (2017): 5 Ways to Design Products Customers Love, HBR Web Article Nov 08, 2017. / Thomke, Stefan & Reinertsen, Donald (2012): Six Myths Of Product Development, Harvard Business Review, May 2012.
5.3.2019	15.15-18.00	2) Product lifecycle management; 3) Product portfolio management	Released 23.2.2019	CASE 2: Kalevala Koru (17:15-)	-	Simester, Duncan (2016): Why Great New Products Fail, MITSloan Management Review, 53(3). / Suarez, Fernando F. & Grodal, Stine (2015): Mastering the 'Name Your Product Category' Game, MITSloan Management Review, 56(2).
7.3.2019	NO LECTURE	4) Distribution management and retail management	Released 23.2.2019	-	-	Dawar, Niraj (2018): Marketing in the Age of Alexa, Harvard Business Review, May 2018. / Kumar, Vineet (2014): Making "Freemium" Work, Harvard Business Review, May 2014.
12.3.2019	15.15-18.00	5) Pricing architecture and management	Released 23.2.2019	CASE 3	-	Bertini, Marco & Koeningsberg, Oded (2014): When Customers Help Set Prices, MIT Sloan Management Review, 55(4). / Mohammed, Rafi (2018): The Good-Better-Best Approach to Pricing, Harvard Business Review, September 2018.
14.3.2019	15.15-18.00	6) Brand diversification - a case for a house of brands	Released 4.3.2019	CASE 4: Sasta (17:00-)	CASE 1: Aalto University Executive Education (15:15-)	Aaker, David A. (2012): Win the Brand Relevance Battle and then Build Competitor Barriers, California Management Review, 54(2). / Dawar, Niraj & Bagga, Charan K. (2015): A Better Way to Map a Brand Strategy, Harvard Business Review, June 2015. / Luo, Xueming, Wiles, Michael & Raithel, Sascha (2013): Make the Most of a Polarizing Brand, Harvard Business Review, November 2013.

19.3.2019	15.15-18.00	7) Endorsed brands; 8) Fighter and flanker brands	Released 4.3.2019	-	-	Walker, Russell & Merkley, Greg (2017): Chipotle Mexican Grill: Food with Integrity, Kellogg School of Management, January 2017. / Wilson, H. James & Morini Bianzino, Nicola & Daugherty, Paul (2017): When AI Becomes the New Face of Your Brand, Harvard Business Review, June 2017.
21.3.2019	15.15-18.00	9) Corporate brand – a case for a branded house; 10) Leveraging corporate brand	Released 4.3.2019	-	CASE 2: Kalevala Koru (15:15-)	Greyser, Stephen A. & Urde, Mats (2019): What Does Your Corporate Brand Stand For? , Harvard Business Review, January 2019. / Muylle, Steve, Dawar, Niraj & Rangarajan, Deva (2012): B2B Brand Architecture, California Management Review, 54(2).
26.3.2019	15.15-18.00	11) Iconic brands and brand communities; 12) Brand decline and recovery	Released 4.3.2019	-	CASE 3	Bergh, Chip (2018): The CEO of Levi Strauss on Leading an Iconic Brand Back to Growth, Harvard Business Review, July 2018. / Holt, Douglas (2016): Branding in the Age of Social Media, Harvard Business Review, March 2016. / Johar, Gita V. & Birk, Matthias M. & Einwiller, Sabine A. (2010): How to Save Your Brand in the Face of Crisis, MIT Sloan Management Review, 51(4). / Rodriguez Vila, Omar & Bharadwaj, Sundar (2017): Competing on Social Purpose, Harvard Business Review, September 2017.
28.3.2019	NO LECTURE	13) Luxury brands vs. commodity brands	Released 25.3.2019	-	-	Ritson, Mark (2009): Should You Launch a Fighter Brand, Harvard Business Review, October 2009.
2.4.2019	NO LECTURE	14) Brand equity and return on brand investments	Released 25.3.2019	-	-	Avery, Jill (2018): The Art and Science of Brand Valuation, Harvard Business School Technical Note, February 2018. / Ind, Nicholas, Iglesias, Oriol & Schultz, Majken (2013): Building Brands Together: Emergence and Outcomes of Co-Creation, California Management Review, 55(3).
4.4.2019	15.15-18.00	15) G2C and G2B branding; 16) Country-of-origin effect	Released 25.3.2019	-	CASE 4: Sasta (17:00-)	Ofek, Elie & Schwalb, Nathaniel (2018): The Brand Management of Places , Harvard Business School Technical Note, October 2018.