

DATE	TIME	THEME	CASE INTRO	CASE DISCUSSION	REFERRED CASES
2.3.2021	15.15-18.00	0) Course intro 1) Pricing architecture and management	CASE 1		CASE 1: Chase Sapphire: Creating a Millennial Cult Brand
4.3.2021	15.15-16.45	1) Pricing architecture and management; 2) Product innovation management	CASE 2		CASE 2: LIVE CASE with Cigale & Fourmi
9.3.2021	15.15-18.00	3) Product lifecycle management; 4) Product portfolio management;		CASE 1	CASE 1: Chase Sapphire: Creating a Millennial Cult Brand
11.3.2021	NO LECTURE	-			
16.3.2021	15.15-18.00	5) Distribution management and retail management		CASE 2	CASE 2: LIVE CASE with Cigale & Fourmi
18.3.2021	15.15-18.00	6) Brand diversification - a case for a house of brands			
23.3.2021	15.15-18.00	7) Endorsed brands; 8) Fighter and flanker brands; 9) Corporate brand – a case for a branded house; 10) Leveraging corporate brand			
25.3.2021	NO LECTURE	-			
30.3.2021	15.15-18.00	9) Corporate brand – a case for a branded house; 10) Leveraging corporate brand (CONT.)	CASE 3 & CASE 4		CASE 3: Roschier & CASE 4: Nokian Tyres
1.4.2021	NO LECTURE	-			
6.4.2021	15.15-18.00	11) Iconic brands and brand communities; 12) Brand decline and recovery; 13) Luxury brands vs. commodity brands		CASE 3	CASE 3: Roschier
8.4.2021	15.15-18.00	14) Brand equity and return on brand investments; 15) G2C and G2B branding; 16) Country-of-origin effect		CASE 4	CASE 4: Nokian Tyres