

CONTACT INFORMATION

Instructor: Dr. Paula Kilpinen, paula.kilpinen@aalto.fi

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The course is conducted via Zoom: <https://aalto.zoom.us/j/61936649282>

Meeting ID: 619 3664 9282

DETAILS ON THE COURSE CONTENT

Global Brand Management is a 3 ECTS Master's level course at the Aalto University School of Business where student teams apply their accumulated knowledge in a business project. During the course leading experts in marketing will provide insights and a set of tools to tackle the project. This course provides an opportunity for students to apply international business and marketing concepts to real-life situations in international companies through practice-oriented and project-based learning.

Project teams of 3 students will tackle a broad and comprehensive company challenge related to e.g. new product or service launch, new business model or customer experience scalable to global markets. The course consists of project work and supporting lectures and will last three weeks. The course is conducted in collaboration with an external partner, L'Oréal, and guest speakers.

This year's business project is to participate in L'Oréal's Brandstorm competition, which is a unique opportunity for students to gain a real-life professional experience. This year's challenge is to "Disrupt Beauty" with three alternative tracks 1) Inclusion 2) Tech 3) Green.

<https://brandstorm.loreal.com/en>

The winning team from the Aalto Campus will have a chance to present their project in the Nordic finals, with a possibility to win a participation to the World finals.

EVALUATION CRITERIA

- 1) Case presentation (80 points= 80% of course grade)
 - Class presentation (10-slide ppt) on April 5th (to be submitted by April 4th): 60 points
 - 3-slide ppt and 5 min video to be submitted to the Brandstorm competition (by April 5th): 20 points

2) Class activity, learning journal and/or reflection papers (20 points= 20% of course grade)

The students can demonstrate their activity either by being active in class, or by submitting a learning journal or reflection paper related to each class, as follows:

- strength-based survey as pre-work: 2 points
- class activity, i.e. contributing to class discussions, max 2 points per class (class attendance does not entitle to points)
- learning journal entry (via MyCourses Wiki), 1/3 page, max 2 points/entry (all entries to be submitted by April 12th)
- reflection papers based on course readings, 1 page, max 2 points/entry (all papers to be submitted by April 12)
- feedback survey, 2 points

Course grading scale: 0-5

WORKLOAD

The course is an intensive 6 week-course requiring a prompt start into project work and a sprint way of working, as the delivery of the final presentation (and submission to the Brandstorm competition) will occur at the end of the six-week period.

Contact hours: 18 h

Independent work: 62 hours, including

- Class preparation and learning journals: approx. 6 hours
- Project work: approx. 56 hours

Total 80h

COURSE MATERIAL

Materials provided by L'Oréal to tackle the Brandstorm case, e.g.

- L'Oréal Group induction
- Purpose statement
- Sustainability commitments
- Diversity and inclusion commitments
- Tech ambition

- Future and innovation trends in the beauty industry

Course readings:

- Edelman, David C. (2010), Branding in the Digital Age: You're Spending Your Money in All the Wrong Places, *Harvard Business Review*, December 2010
- Holt, Douglas B., Quelch, John A. and Taylor (2004), How Global Brands Compete, *Harvard Business Review*, September, 2004
- Meyer, Christopher and Schawer, Andre (2007), Understanding Customer Experience, *Harvard Business Review*, 2007
- Communication Handbook- will be provided by the lecturer
- Pitching for Life- will be provided by the lecturer

Other recommended readings (if unfamiliar with international marketing concepts):

- Keegan, Warren & Mark Green (2017) Global Marketing
- Farrell, Carlyle (2015) Global Marketing – practical insights & international analysis

ADDITIONAL INFORMATION

Students must attend the first lecture to ensure their place in the course.

Course Policies: 80% attendance is required

COURSE SCHEDULE

Please note: Pre-work to the course:

Strength-based surveys: 1) (<https://www.16personalities.com/>) (to be submitted by Feb 25th) 2) (<https://www.viacharacter.org/Account/Register>) (bring to 1st class)

1. Course kick-off

Date: March 1st, 2022

Time: 9:15- 12:00

Content:

- Introduction to the course
- Course objectives and outcomes
- Presentation of the Brandstorm Business Project 2022: Disrupt Beauty
- Introduction to project teams and project work: Defining roles and organizing for the business project building on strengths of each team member.

Pre-readings or pre-assignments:

- Familiarization with the course content and material
- Strength-based surveys

Guest speakers: L'Oréal Nordic Executives

2. Global brand management and deep-dive into inclusion

Date: March 8th, 2022

Time: 9:15- 12:00

Content:

- Global Marketing and Brand Management- theory and practice
- Deep-dive into the "Inclusion" Track theme

Guest speakers:

- Marco Mäkinen, Vice-President TBWA Helsinki
- Sami Itani, Professor on Practise, Aalto University

Pre-readings or pre-assignments

Holt, Douglas B., Quelch, John A. and Taylor (2004), How Global Brands Compete, Harvard Business Review, September, 2004

3. Service Design and deep dive into tech

Date: March 15th, 2022

Time: 9:15- 12:00

Content:

- Service design principles
- Service Design to build a digital service, customer experience or business model
- Deep dive into “Tech” Track theme

Guest speakers:

- Johannes Hirvonsalo, Service and Business Designer, Strategist at Solita
- Susanna Takkunen, Consumer Goods and Retail Lead at Strategy & Consulting

Pre-readings or pre-assignments:

- Meyer, Christopher and Schawer, Andre (2007), Understanding Customer Experience, Harvard Business Review, 2007

4. Digital Marketing and deep-dive into sustainability (green)

Date: March 22nd, 2022

Time: 9:15- 12:00

Content:

- Digital Marketing strategy
- Digital Marketing campaigns
- Deep dive into the “sustainability/green” track theme

Guest speakers:

- Samuel Tenhunen, Head of Digital Engagement, Posti Group
- Sari Kuvaja, Director, Sustainability Services, Third Rock Finland

Pre-readings or pre-assignments:

- Edelman, David C. (2010), Branding in the Digital Age: You’re Spending Your Money in All the Wrong Places, Harvard Business Review, December 2010

5. Team coaching sessions (50 min) for the business project

Date: March 22nd -28th

Time: tbc (50 min slots per team)

Coaching sessions with the course instructor Dr. Paula Kilpinen, who is also a certified business coach.

6. Pitching the project work

Date: March 29th, 2022

Time: 9:15-12:00

Content: preparing and practicing a pitch to support project presentation

Guest speaker:

- Walid O. El Cheikh, pitching coach and author of the Pitching for Life

Pre-reading: Extract from the Pitching for Life (e-book)

7. Project presentations

Date: April 5th

Time: 9:15- 12:00

Content:

- 5 min presentation + 10 min Q&A
- Evaluation and feedback

Pre-work: presentations to be submitted by April 3rd 23:59.

3-slide ppt-presentation and video (5 min) sent to Brandstorm competition by April 5th, 2022

Jury will comprise of L'Oréal Executives

The winner of the Aalto Campus will be invited to the Nordic Finals

Session	Date	Topic	Guest speakers	Readings or pre-assignments
<p>1. Course kick-off</p> <p>Presenting the business project: Brandstrom competition</p> <p>Organizing for the business project</p>	<p>March 1st, 2022 9:15- 12:00</p>	<p>Introduction to the course</p> <p>Course objectives and outcomes</p> <p>Presentation of the Brandstorm Business Project 2022: Disrupt Beauty</p> <p>Project based learning: Defining roles and organizing for the business project building on strengths of each team member. Making a project plan.</p>	<p>Online presentation and Q&A by L'Oréal Nordic Executives</p>	<p>Familiarization with the background material provided for the business project</p> <p>Completion of a Strengths-based self-analyses</p>
<p>2. Global brand management and deep dive into "inclusion" track theme</p>	<p>March 8th, 2022 9:15- 12:00</p>	<p>Global Marketing and Brand Management-theory and practice</p> <p>Deep dive into the "inclusion" theme</p>	<p>Marco Mäkinen, Vice-President TBWA Helsinki</p> <p>Sami Itani, Professor of Practise</p>	<p>Holt, Douglas B., Quelch, John A. and Taylor (2004), How Global Brands Compete, <i>Harvard Business Review, September, 2004</i></p>
<p>3. Service and business design and deep dive into "tech" track theme</p>	<p>March 15th, 2022 9:15-12:00</p>	<p>Service Design to build a digital business model</p> <p>Deep dive into the "tech" theme</p>	<p>Johannes Hirvonsalo, Service& Business Designer, Strategist, Solita</p> <p>Dr. Susanna Takkunen, Consumer Goods and Retail Lead, Accenture Strategy and Consulting</p>	<p>Meyer, Christopher and Schawer, Andre (2007), Understanding Customer Experience, <i>Harvard Business Review, 2007</i></p>
<p>4. Digital marketing and deep dive into "sustainability/green" track theme</p>	<p>March 22nd, 2021 9:15- 12:00</p>	<p>Digital Marketing campaigns</p>	<p>Samuel Tenhunen, Head of Digital Engagement, Posti</p>	<p>Edelman, David C. (2010), Branding in the Digital Age: You're Spending Your Money in All the Wrong Places,</p>

		Deep dive into the “sustainability/green” theme	Sari Kuvaja, Director Sustainability Services, Third Rock Finland	<i>Harvard Business Review</i> , December 2010
5. Team coaching sessions for the business project	March 22 rd - March 28 th , 2022	Team coaching sessions (50 min) for the business project		
6. Pitching the project work	March 29 th , 2022, 9:15- 12:00	Pitching the project work and making a competitive video presentation	Walid O. El Cheikh, pitching coach and author of the Pitching for Life	Extract from the Pitching for Life (e-book)
7. Project presentations	April 5 th , 2022	Evaluation and feedback on project presentations 3 ppt-presentation and 5 min video to be submitted on April 5 th		Project presentations due April 3 rd , 2022