



Aalto University
School of Business

Global Brand Management- Real-life case competition Brand management and deep-dive into inclusion

MGMT- E2004

Paula Kilpinen, 8.3.2022

Course syllabus and schedule

- 1.3. Course kick-off
Case competition presentation: L'Oréal Brandstorm L'Oréal executives
Organizing for the project work
- 8.3. **Global Brand Management: Theory and practise**
Deep dive into Inclusion **Marco Mäkinen/ TBWA**
Sami Itani/ Aalto
- 15.3. Business and Service Design
Deep dive into Tech J.Hirvonsalo/ Solita
Susanna Takkunen/Accenture
- 22.3. Digital Marketing strategy
Deep dive into Green Samuel Tenhunen/ Posti
Sari Kuvaja/ Third Rock
- 22.-31.3. *Coaching sessions with Paula*
- 29.3. Pitching Walid El'Cheikh/Pitching for life
- 5.4. Final presentations
- 5.4. Presentation and video (5 min.) to be sent to the
Brandstorm competition
- 22.4. Nordic finals (online)
05-06/22 Semi-international and international finals (dates tbc)

Agenda 8.3.2022

9.15- 9:30 Key learnings and take-aways from the previous lecture (5 + 5 + 5 min)

9.30- 10:30 Global Brand Management with Marco Mäkinen

10:30-10:45 Groupwork: Applying your learnings to the business case

10:45-11:00 Break

11:00- 11:30 Deep Dive into the Inclusion track with Dr. Sami Itani

11:30-11:45 Groupwork: Applying your learnings to the business case

11:45-12:00 Closing and next class

Applying your key learnings and take-aways to the business project

1. Key learnings and takeaways from today's lecture?

2. How to apply these learnings to the business project, e.g.?

- *What kind of brand architecture does L'Oréal have (monolithic/endorsed/separate)?*
- *Discuss L'Oréal's brand strategy: portfolio and positioning, customization vs. standardization, globalization vs. localization, purpose?*
- *How to take into account brand considerations in the business project?*
- *Have you already selected the brand(s) for your project?*

3. What marketing and consumer trends could you consider for your case?

Course practicalities

Course requirements- attendance

80 % participation required

Learning process:

1. Active participation in class: max 2 points/ class
 - *2 points for the Strengths survey*
 - *2 points for the feedback survey*
2. Learning journal (1/3 page) using the wiki activity module on mycourses, max 2 points/ entry
 - *Key learnings and take-aways from the day's session*
 - *How to apply the session's content into the Case competition*
 - *Learnings from the project team work*
3. Reflection paper on course readings (1 page), max 2 points/paper

Evaluation

Case and its presentation

80% (80 points)

- Class presentation (10 ppt-slides) 60 points
- video (5 min) 20 points

Class activity

20% (20 points)

- Active participation in class (max 14 p)
- Learning journal (max 14 p)
- Reflection papers (max 6 p)
- Strengths survey and Feedback survey (max 4 p)

Course hours and consultation

- **Course hours**

- *Tuesday* *9.15-12:00* *T- 003*

- **Course website:** <https://mycourses.aalto.fi>

- **E-mail to:** paula.kilpinen@aalto.fi or sini.wallenius@aalto.fi

Course syllabus and schedule

1.3.	Course kick-off	
	Case competition presentation: L'Oréal Brandstorm	L'Oréal executives
	Organizing for the project work	
8.3.	Global Brand Management: Theory and practise <i>Deep dive into Inclusion</i>	Marco Mäkinen/ TBWA Sami Itani/ Aalto
15.3.	Business and Service Design <i>Deep dive into Tech</i>	J.Hirvonsalo/ Solita Susanna Takkunen/Accenture
22.3.	Digital Marketing strategy <i>Deep dive into Green</i>	Samuel Tenhunen/ Posti Sari Kuvaja/ Third Rock
22.-31.3.	Coaching sessions with Paula	
29.3.	Pitching	Walid El'Cheikh/Pitching for life
5.4.	Final presentations	
5.4.	Presentation and video (3 min.) to be sent to the Brandstorm competition	
22.4.	Nordic finals (online)	
05-06/22	Semi-international and international finals (dates tbc)	