

# *Global Brand Management – Real-life Case Competition, MNGT-E2004 (3 ECTS)*

## **Course Timeline**

**February 5th, 2021**

*NB! Course syllabus is subject to minor changes e.g. related to guest speakers*

### **1. SCHEDULE (SUBJECT TO MINOR CHANGES)**

<b>Session</b>	<b>Date</b>	<b>Topic</b>	<b>Guest speakers</b>	<b>Readings or pre-assignments</b>
<p><b>1. Course kick-off</b></p> <p><b>Presenting the business project: Brandstrom competition</b></p> <p><b>Organizing for the business project</b></p>	<p>March 2<sup>nd</sup>, 2021 9:15- 12:00</p>	<p>Introduction to the course Course objectives and outcomes</p> <p><b>Presentation of the Brandstorm Business Project 2021:</b> Invent the Beauty Shopping Experience through Entertainment</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&amp;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- and team analysis</p>
<p><b>2. Global brand banagement and key elements in entertainment</b></p>	<p>March 4<sup>th</sup>, 2021 9:15- 12:00</p>	<p>Global Marketing and Brand Management-theory and practice</p>	<p>Marco Mäkinen, Vice-President TBWA Helsinki</p>	<p>Holt, Douglas B., Quelch, John A. and Taylor (2004), How Global Brands Compete, <i>Harvard Business Review</i>, September, 2004</p>

		The Key Elements in Entertainment	Jaakko Nordlund, Executive Board Member in and former CEO in the entertainment business	
<b>3. Service Design</b>	March 9 <sup>th</sup> , 2021 9:15-12:00	Service Design to build a digital customer experience	Johannes Hirvonsalo, Service & Business Designer, Strategist, Solita	Meyer, Christopher and Schawer, Andre (2007), Understanding Customer Experience, <i>Harvard Business Review</i> , 2007
<b>4. Digital Marketing and</b>	March 11 <sup>th</sup> , 2021 9:15- 12:00	Digital Marketing campaigns  Business Communication, reporting & presentation	Samuel Tenhunen, Marketing Lead, B2B, Posti Group  Michael Baker, Lecturer, Management Studies, Aalto BIZ	Edelman, David C. (2010), Branding in the Digital Age: You're Spending Your Money in All the Wrong Places, <i>Harvard Business Review</i> , December 2010  Communication Handbook
<b>5. Team coaching sessions for the business project</b>	March 12 <sup>th</sup> and March 15 <sup>th</sup> , 2021	Team coaching sessions (50 min) for the business project		
<b>6. Pitching the project work</b>	March 16 <sup>th</sup> , 2020, 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)
<b>7. Project presentations</b>	March 18 <sup>th</sup> , 2021	Evaluation and feedback on project presentations		Project presentations due March 17 <sup>th</sup> , 2021