



Aalto University  
School of Business

# Global Brand Management- Real-life case competition Service design and deep-dive into tech

*MGMT- E2004*

*Paula Kilpinen, 15.3.2022*

# 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 <i>Deep dive into Inclusion</i>	Marco Mäkinen/ TBWA Sami Itani/ Aalto
15.3.	<b>Business and Service Design</b> <i>Deep dive into Tech</i>	<b>J.Hirvonsalo/ Solita</b> <b>Susanna Takkunen/Accenture</b>
22.3.	Digital Marketing strategy <i>Deep dive into Green</i>	Samuel Tenhunen/ Posti Sari Kuvaja/ Third Rock
22.-31.3.	<i>Coaching sessions with Paula</i>	
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 15.3.2022

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

**9.30- 10:30 Service Design with Johannes Hirvonsalo**

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 Tech track with DBA Susanna Takkunen**

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

**11:45-12:00 Recommendations for ideation, 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 problem are you solving?
  - What skills and competences do you need to solve this business case?
  - What tools could you use?
  - How to approach ideation /hypothesis generation?
  - How could you co-design with users?

# 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.?**

# Business project

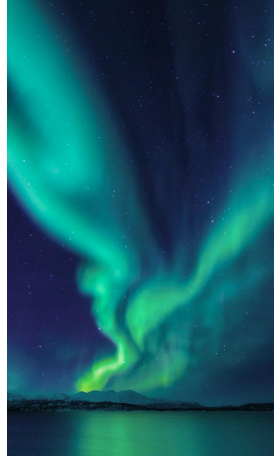
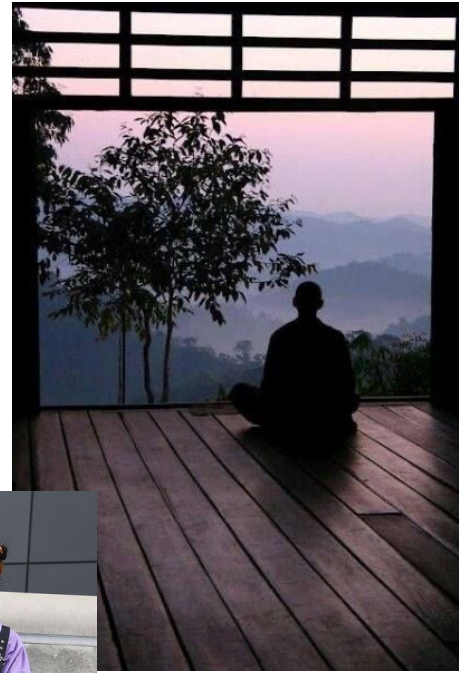
# **IDEATION WORKSHOP**

Get going with ideation.

# 1. **WARM UP**

Spend a couple of minutes choosing a picture that you find inspiring and then discuss about it with your team

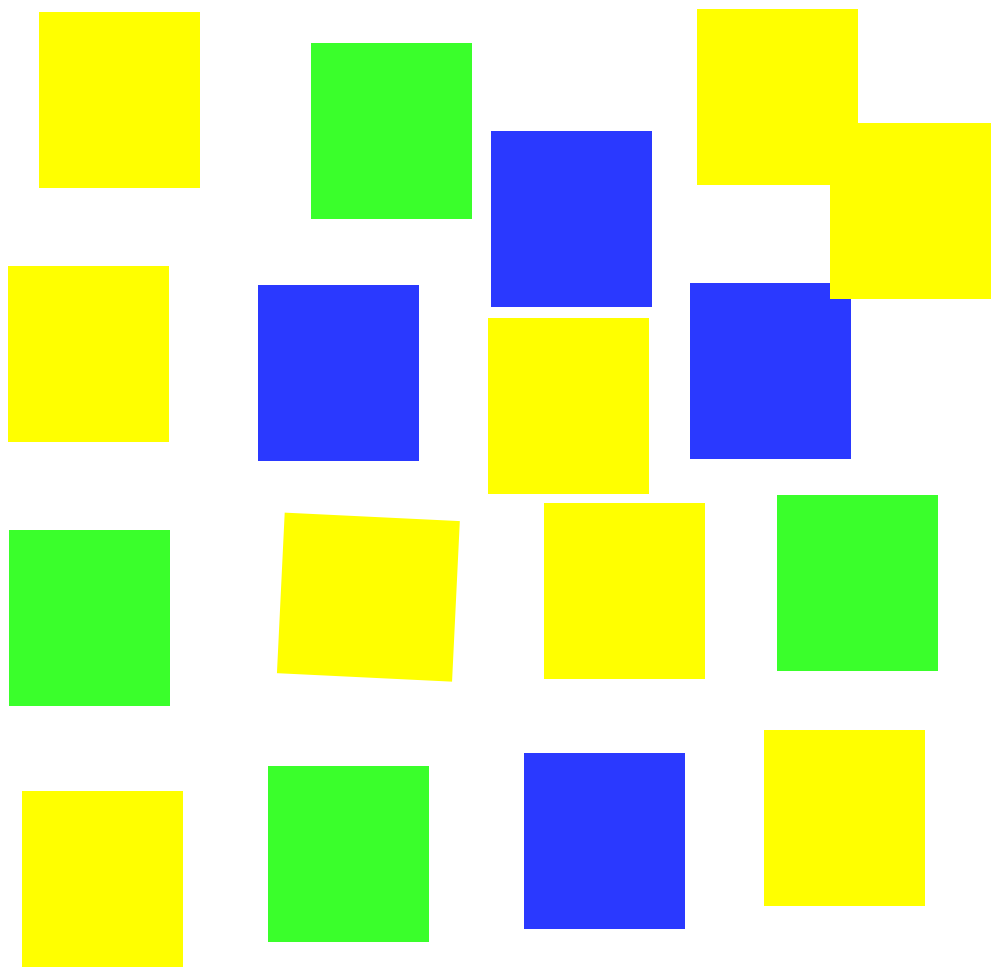




## **2. IDEATION**

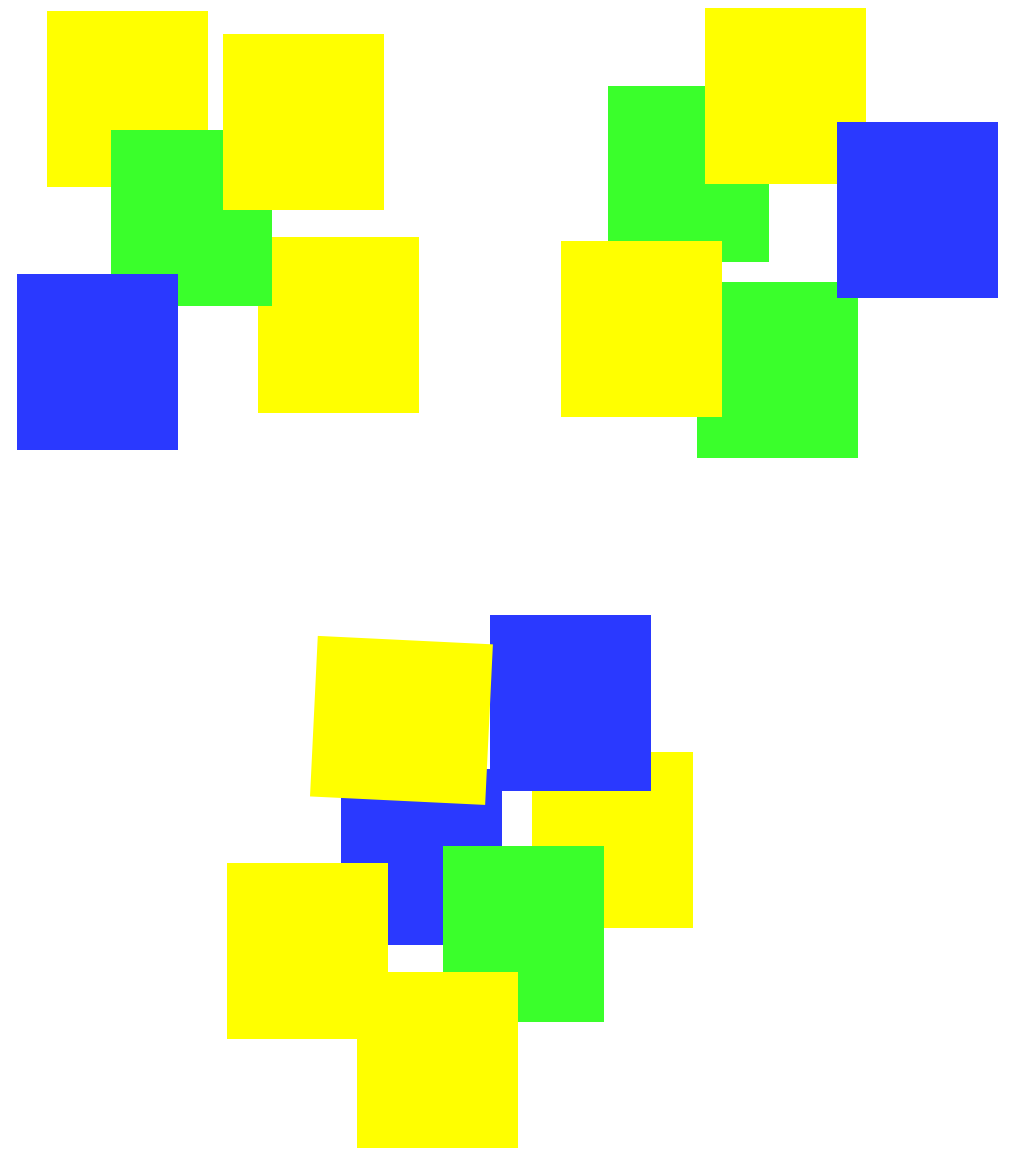
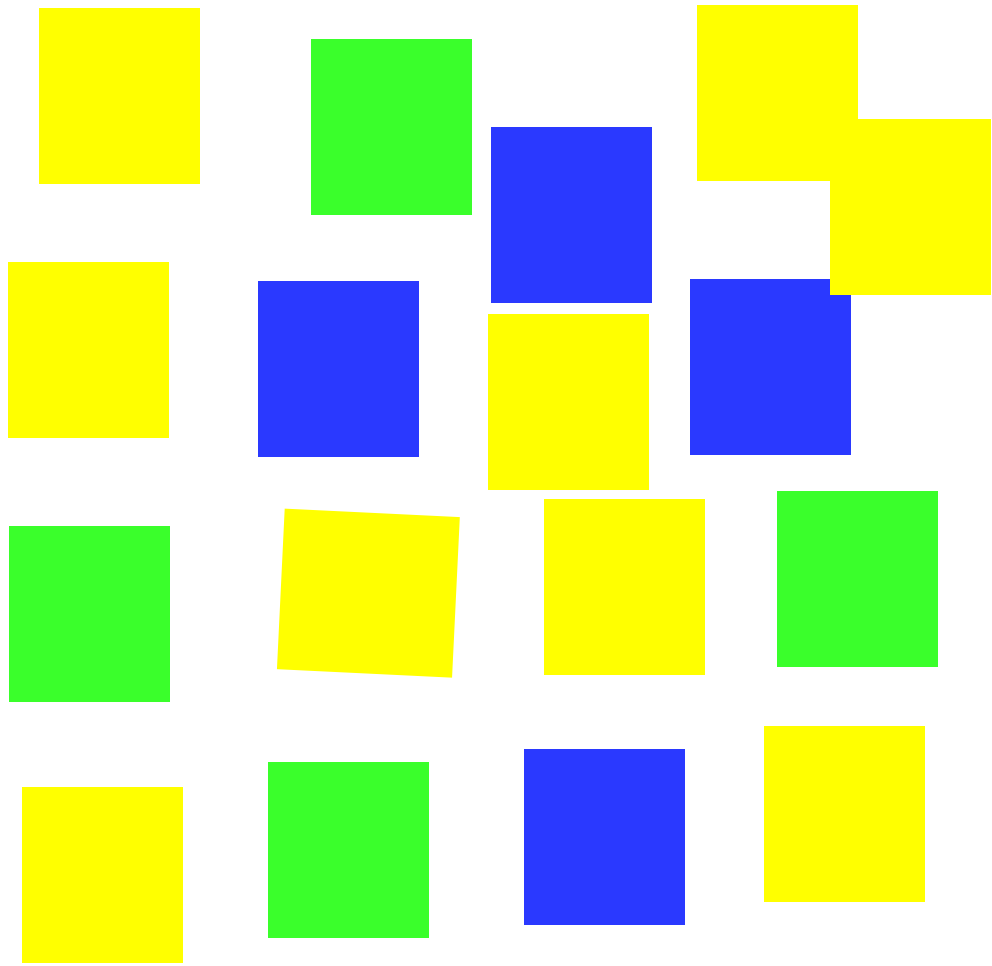
Create as many ideas as you can related to the L'Oréal Brandstorm competition (at least 3 ideas per person per category).

Quantity over quality, no criticism allowed. :)



### **3. GROUP & DISCUSS**

Pick your favourite ideas from each category, group them and discuss them with your team. Choose three design directions that your team proceeds with.



## **4. CONSUMER DIALOGUE**

Who is your target consumer? What are their hopes, needs and values?  
Could you test your ideas with them? Discuss.

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# Coaching

**18.3. 9-10**

**Team Karen, Anastasia, Yupeng**

**22.3. 13-14**

**Team Nina, Minisha, Sara**

**28.3. 15-16**

**Team Veronika, Victoire, Breana**



# 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](mailto:paula.kilpinen@aalto.fi) or [sini.wallenius@aalto.fi](mailto:sini.wallenius@aalto.fi)