

# A!

Aalto University  
School of Business

# Global Marketing Management *Service Design*

*Paula Kilpinen and Iikka Lovio, 29.1.2019*

# Agenda

- 1. Key learnings and take-aways from the previous lecture (5 + 5 + 5 min)**
- 2. Service Design, Iikka Lovio, Palmu/Solita**
- 3. Applying your key learnings and take-aways to the business project**

# Business project

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

**1. Key learnings and take aways from today's lecture ?**

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

- *What kind of brand architecture does L'Oréal ACD have (monolithic/ endorsed/separate, brand positioning, brand promise, purpose...)*
- *What should be standardized? What could be adapted?*
- *How to take into account brand considerations in the business project?*

**3. What did you learn for ideation?**

# Ideation: 4 key principles

**Quantity over quality**

**No sensoring or critique.**

**Building on each other's ideas. Yes, and...**

**Think out of the box!**

# Ideation- warm up

If I was a spaceship ...

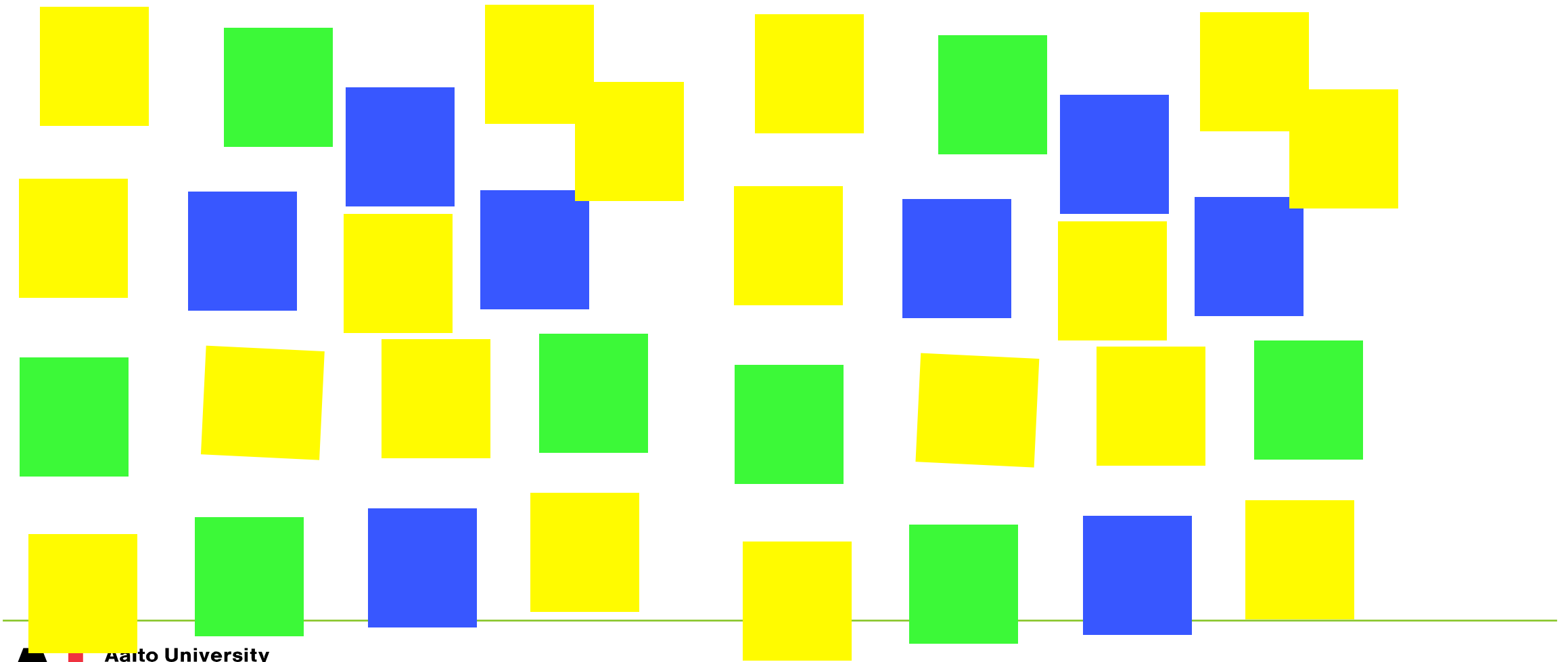
Yes, and...

10 min



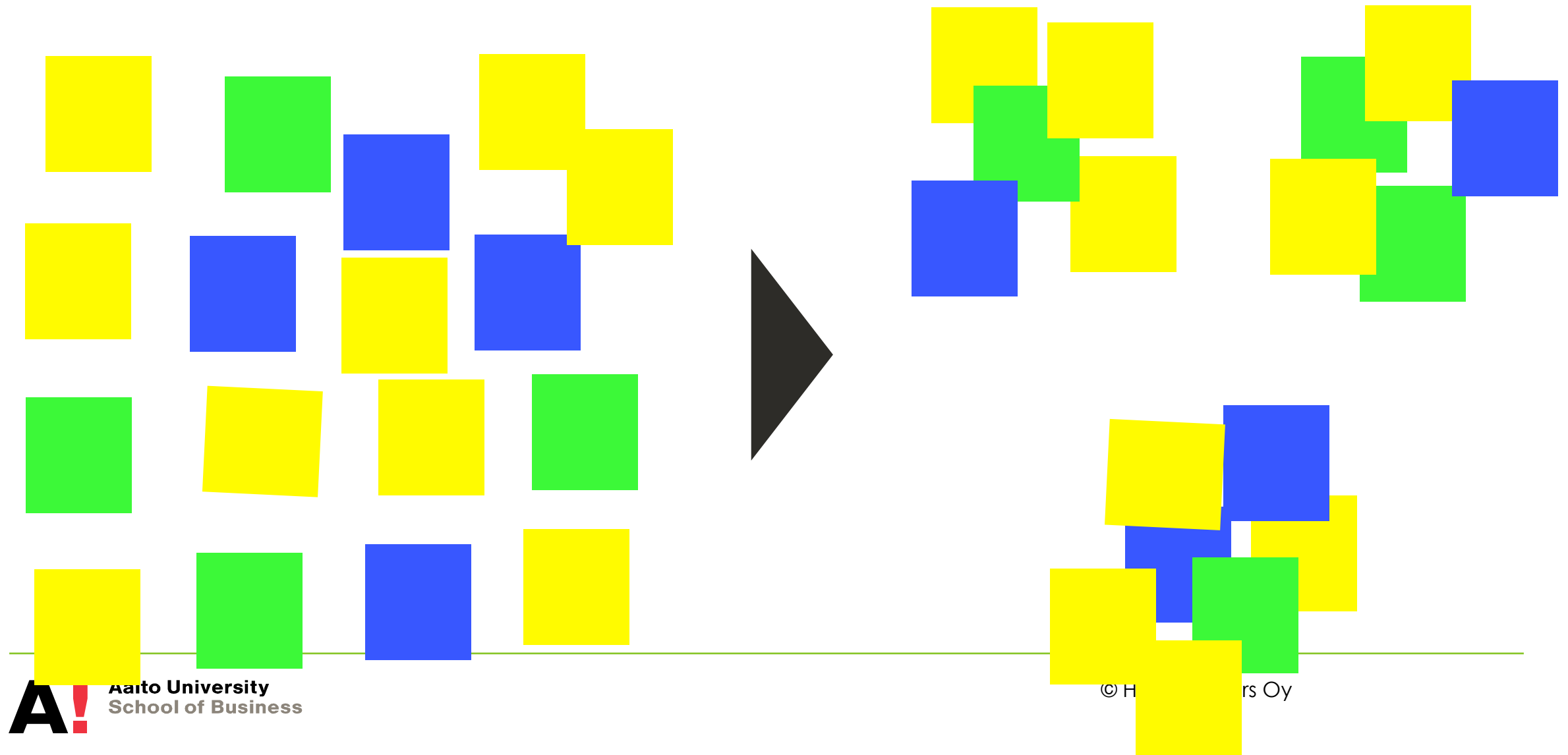


# IDEATION: Yes, but → Yes, and





# IDEATION: 3 alternative ideas



# Five functions of a team



Lencioni, 2002

# Course syllabus and schedule

8.1.	COURSE KICK OFF
11.1.	L'OREAL BRANDSTORM PRESENTATION
15.1.	INTRODUCTION TO KEY ELEMENTS IN GLOBAL MARKETING
18.1.	ORGANIZING FOR PROJECT WORK
21-24.1.	COACHING SESSIONS
22.1.	PRESENTATION OF A WINNING BRANDSTORM SOLUTION
25.1.	CASE ANALYSIS (PART I) DUE
25.1.	GLOBAL BRAND MANAGEMENT
29.1.	SERVICE DESIGN
1.2.	DIGITAL MARKETING
5.2.	DIGITAL MARKETING CAMPAIGNS
8.2.	BUSINESS COMMUNICATION AND PRESENTATION
12.2.	CASE REPORT (PART II) DUE
12.2. AND 15.2.	PROJECT PRESENTATIONS
18.2.	BRANDSTORM VIDEO DUE

GLOBAL MARKETING AMANGEMENT

# Course practicalities

# Business project: L'Oréal Brandstorm

## 1 CASE REPORT, PART I, 20%

- *10 pages*
- *Market analysis, opportunities and strategy*
- *Due January 25th*

## 2 CASE REPORT, PART II, 30%

- *10 ppt- slides: Focus on the solution and strong strategy, and based on a solid analysis*
- *Due February 12th*

## 3 CASE PRESENTATION, 30%

- *5 min*
- *3 + 7 (Back-up) slides: Focus on the solution and strong strategy, and based on a solid analysis, feedback from teacher and peers*

# Evaluation

## **Case and its presentation 80%**

- Case report 10 pages (analysis) 20%
- Case resort (10 ppt slides) 30%
- Presentation (5 min) 30%

## **Class activity 20%**

- Active participation in class
- Learning journal
- or Reflection papers

# Case Report (10 pages)

**The analysis involves the following steps and questions:**

1. Analyze the **market, customers and consumers**

- Which competitors spring to mind?
- Where does L'Oréal position itself within this market?
- Who are the brand consumers?
- What trends can you identify?
- What innovations strike you (services, digital, etc)?

# Case Report (10 pages)

2. Based on what you have just found out, do a SWOT analysis. This is a key step to defining the **opportunities** by analyzing:

- Business Performance
- Product Portfolio
- Market Share and Potential Growth
- Positioning and Image
- Target Demographics
- Pricing
- Communication Strategy (online and offline)



# Course requirements- attendance

**75 % participation required**

## **Learning process:**

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

# Course hours and consultation

- **Course hours Main Building A-401**
  - Tuesday 9.15-11:30
  - Friday 9.15-11:30
- **Consultation: Right after class**
- **Course website:** <https://mycourses.aalto.fi/course/search.php?search=26E00800>
- **E-mail to: paula.kilpinen@aalto.fi or xiaoshi.xu@aalto.fi**