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Aalto University
School of Business

Capstone: Product and Brand Management

Introduction and Course practicalities

28.2.2019

Dr. Pekka Mattila, Professor of Practice

Olga Lavrusheva, Doctoral Candidate

Today's lecture

- 1. Course practicalities**
- 2. Forming teams for the group assignments**
- 3. Independent study**



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1. Course practicalities

Course staff

- **Pekka Mattila** (D.Sc., Executive MBA), Professor of Practice at the Department of Marketing, Associate Dean and Group Managing Director at Aalto University Executive Education
- **Research interests and specialization:** Strategic marketing, business model innovation, consumer research, fashion and luxury management, organizational behavior, change management
- **Teaching at Aalto:** Capstone: Product and Brand Management; Marketing Core Course (2019-)

Course staff

- **Olga Lavrusheva** (M.Sc.), Doctoral candidate at the Department of Marketing, researcher at the department since 2015
- **Research interests:** consumer behavior, consumer psychology, health-related research
- **Teaching at Aalto:**
 - 23E57000 Fashion Marketing
 - 23E58050 Consumer Behavior, Retail Experience, and Fashion
 - 23E47000 Digital Marketing

Learning objectives

- **Upon completion of the course the student should...**
 - ...have the basic abilities to apply brand and product management related theoretical frameworks and concepts in real-life situations
 - ... be able to utilize numerous tools and frameworks in striving to create, communicate, and deliver customer value in various business contexts
 - ...possess a holistic skillset for combining the efforts of both internal and external stakeholders in order to plan and implement winning offering and brand strategies

Course logistics and practicalities

- **6 ECTS credits** roughly translates to 160 hours of work:
 - Lectures: 21 hours
 - Group work: 80 hours
 - Individual work: 56 hours
 - Exam: 3 hours

Course logistics and practicalities

- **Lectures in U270**
Tue and Thurs (check the schedule for dates!) 15:15-18:00
- **Course website and announcements**
 - All relevant information will be published on the course MyCourses page
 - MyCourses forum can be used to ask relevant questions

Coursework and grading

- **Group assignments: 70% of the course grade**
- **Final exam: 30% of the course grade**
- To receive credit for the course, you need to obtain a combined score of at least 50%

Coursework and grading

- **Group work (70% of the final grade)**
 - Four live case assignments + potentially on bonus assignment for additional score
 - Live cases will be given by guest lecturers, presenting real life case challenges from the industry

Coursework and grading

- **Group work (70% of the final grade)**
 - After each assignment, 3-4 groups will be asked to present their work in class
 - Chosen groups will be notified at the latest the morning of the lecture
 - It makes sense to always prepare for presenting
 - *Fluent presentations will contribute to your overall assignment score*
 - *Failure to present will lower your score*

Coursework and grading

- **Final exam (30% of the final grade)**
 - Also case-based! Case readings will be provided during the final in-class lecture
 - Retake possible only in cases of documented medical issue or family emergency

Course flow

DATE	TIME	THEME	CASE INTRO	CASE DISCUSSION
26.2.2019	NO LECTURE	0) Course intro	-	-
28.2.2019	15.15-18.00	1) Product innovation management	CASE 1: Aalto University Executive Education (klo 17:00-)	-
5.3.2019	15.15-18.00	2) Product lifecycle management; 3) Product portfolio management	CASE 2: Kalevala Koru (klo 17:15-)	-
7.3.2019	NO LECTURE	4) Distribution management and retail management	-	-
12.3.2019	15.15-18.00	5) Pricing architecture and management	CASE 3	-

Course flow

DATE	TIME	THEME	CASE INTRO	CASE DISCUSSION
14.3.2019	15.15-18.00	6) Brand diversification - a case for a house of brands	CASE 4: Sasta (16:15)	CASE 1: Aalto University Executive Education (15:15-)
19.3.2019	15.15-18.00	7) Endorsed brands; 8) Fighter and flanker brands	-	-
21.3.2019	15.15-18.00	9) Corporate brand – a case for a branded house; 10) Leveraging corporate brand	-	CASE 2: Kalevala Koru (15:15-)
26.3.2019	15.15-18.00	11) Iconic brands and brand-communities; 12) Brand decline and recovery		CASE 3

Course flow

DATE	TIME	THEME	CASE INTRO	CASE DISCUSSION
28.3.2019	NO LECTURE	13) Luxury brands vs. commodity brands	-	-
2.4.2019	NO LECTURE	14) Brand equity and return on brand investments	-	-
4.4.2019	15.15-18.00	15) G2C and G2B branding; 16) Country-of-origin effect	-	CASE 4: Sasta (15:15-)

Contact info

- **Course webpage at MyCourses**
 - If there is any possibility that your question may be relevant to other students, please post it in the MyCourses forum
- **If your question is personal in nature**
 - Email olga.lavrusheva@aalto.fi
 - Or come see Olga in person

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2.

Forming teams for the group case assignments

Forming teams for the group assignments

- **Group assignments are to be completed in groups of 3-5 students**
- Groups are in charge of allocating their workload in a balanced manner
- **Group composition can vary from assignment to assignment**
- Any changes must be made on the day an assignment is released
- Students are responsible for making sure they have a group to work with



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3. Independent study

Course literature

- The course reading material consists of hand-picked recent and seminal articles relating to product and brand management.
- The articles are available for download through Google scholar.
- The required articles can be found in MyCourses page.
- We expect you to familiarize yourself with the articles independently and apply relevant concepts and theories to group work.

Course literature: How to use Google Scholar

[My library](#) [My Citations](#) [Alerts](#) [Metrics](#) [Settings](#)

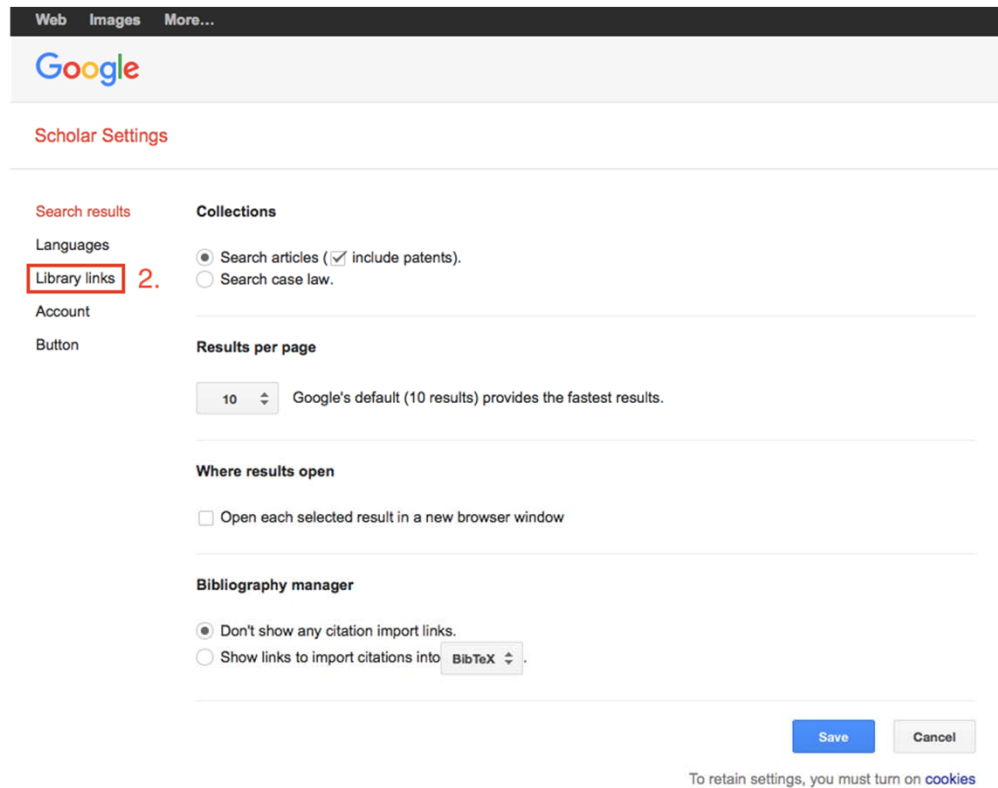
1.



Articles (include patents) Case law

Stand on the shoulders of giants

Course literature: How to use Google Scholar



The image shows a screenshot of the Google Scholar Settings page. The page has a dark header with 'Web Images More...' and the Google logo. Below the header is the 'Scholar Settings' section. On the left, there are navigation links: 'Search results', 'Languages', 'Library links' (highlighted with a red box and a '2.' next to it), 'Account', and 'Button'. The main content area is divided into several sections: 'Collections' with radio buttons for 'Search articles (include patents)' and 'Search case law'; 'Results per page' with a dropdown menu set to '10' and a note 'Google's default (10 results) provides the fastest results.'; 'Where results open' with a checkbox for 'Open each selected result in a new browser window'; and 'Bibliography manager' with radio buttons for 'Don't show any citation import links.' and 'Show links to import citations into' followed by a dropdown menu set to 'BibTeX'. At the bottom right, there are 'Save' and 'Cancel' buttons. Below the buttons, a note reads 'To retain settings, you must turn on cookies'.

Course literature: How to use Google Scholar

The screenshot shows the Google Scholar Settings page. At the top, there are navigation tabs for 'Web', 'Images', and 'More...'. Below this is the Google logo. The main heading is 'Scholar Settings'. On the left side, there is a vertical menu with options: 'Search results', 'Languages', 'Library links', 'Account', and 'Button'. The 'Library links' option is highlighted with a red '3.' next to it. The main content area is titled 'Show library access links for (choose up to five libraries):'. It features a search input field containing the text 'Aalto' with a red box around it. Below the input field, there is a search button with a magnifying glass icon. Underneath the search field, there is a checkbox labeled 'Open WorldCat - Library Search' which is checked. Below the checkbox, there is a paragraph of text: 'Online access to library subscriptions is usually restricted to patrons of that library. You may need to login with your library password, use a campus computer, or configure your browser to use a library proxy. Please visit your library's website or ask a local librarian for assistance.' At the bottom right of the settings area, there are two buttons: 'Save' and 'Cancel'. Below the buttons, there is a note: 'To retain settings, you must turn on cookies'.

Course literature: How to use Google Scholar

Web Images More...

Google

Scholar Settings

Search results

Languages

Library links

Account

Button

Show library access links for (choose up to five libraries):

Aalto

e.g., Harvard

Open WorldCat - Library Search

4. Aalto University - FullText: sfx@Aalto

Online access to library subscriptions is usually restricted to patrons of that library. You may need to login with your library password, use a campus computer, or configure your browser to use a library proxy. Please visit your library's website or ask a local librarian for assistance.

5. Save Cancel

To retain settings, you must turn on cookies

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Course literature: How to use Google Scholar

The screenshot shows a Google Scholar search for the query "holt what becomes an icon most?". The search results are displayed in a list format. On the left side, there are filters for "Articles", "Case law", "My library", "Any time" (with options for "Since 2016", "Since 2015", "Since 2012", and "Custom range..."), "Sort by relevance", "Sort by date", "include patents", "include citations", and "Create alert". The search results list several articles, each with a title, a link to the source (e.g., "DB Holt - Harvard Business Review, 2003 - europepmc.org"), a brief abstract, and a "FullText" link. The "FullText" links are highlighted with red boxes and point to "sfx@Aalto".

Google holt what becomes an icon most?

Scholar About 27,800 results (0.04 sec)

Articles **What becomes an icon most?** [FullText: sfx@Aalto](#)
DB Holt - Harvard Business Review, 2003 - europepmc.org

Case law Some brands become icons. Think of Nike, Apple, Harley-Davidson: They're the brands every marketer regards with awe. But they are not built according to the principles of conventional marketing, says Harvard Business School marketing professor Douglas Holt. ...

My library Cited by 229 Related articles All 2 versions Web of Science: 49 Cite Save More

Any time **[HTML] Why do brands cause trouble? A dialectical theory of consumer culture and branding** [\[HTML\] from istory.org](#)
DB Holt - Journal of consumer research, 2002 - JSTOR [FullText: sfx@Aalto](#)

Since 2016 Brands are today under attack by an emerging countercultural movement. This study builds a dialectical theory of consumer culture and branding that explains the rise of this movement and its potential effects. Results of an interpretive study challenge existing theories of ...

Since 2015 Cited by 1525 Related articles All 16 versions Web of Science: 416 Cite Save More

Since 2012

Custom range...

Sort by relevance **[BOOK] How brands become icons: The principles of cultural branding**
DB Holt - 2004 - books.google.com

Sort by date Coca-Cola. Harley-Davidson. Nike. Budweiser. Valued by customers more for what they symbolize than for what they do, products like these are more than brands--they are cultural icons. How do managers create brands that resonate so powerfully with consumers? ...

include patents Cited by 1253 Related articles All 3 versions Cite Save More

include citations

[PDF] How global brands compete [\[PDF\] from academia.edu](#)
DB Holt, JA Quelch, EL Taylor - Harvard business review, 2004 - academia.edu [FullText: sfx@Aalto](#)

Create alert It's time to rethink global branding. More than two decades ago, Harvard Business School professor Theodore Levitt provocatively declared in a 1983 HBR article, "The Globalization of Markets," that a global market for uniform products and services had emerged. He argued ...

Cited by 500 Related articles All 6 versions Web of Science: 108 Cite Save More

[PDF] Jack Daniel's America Iconic brands as ideological parasites and proselytizers [\[PDF\] from sagepub.com](#)
DB Holt - Journal of Consumer Culture, 2006 - jcc.sagepub.com [FullText: sfx@Aalto](#)

Abstract Branding is often viewed as a form of ideological influence, but how brands impact ideology has not been carefully specified. I use a genealogical study of the emergence of Jack Daniel's whiskey as an iconic brand to specify the ideological role played by such ...

Cited by 117 Related articles All 4 versions Cite Save