B 7758-100-20143: MANAGING BRANDS, IDENTITY & EXPERIENCES EMBA International Seminar: Munich
September 29 - October 3, 2015

AS OF JULY 24 - SUBJECT TO CHANGE

Instructor
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TBC
TBC

Course Editor (NYC)
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METHOD OF EVALUATION

Class & Case Participation 30%
Retail Experience Tour Presentation 30%
Final Assignment 40%

*No final exam.

Given the nature of this course, you will be graded on the analytic power and creativity of your ideas.

REQUIRED READINGS *Read in full before class begins*

Books:

Coursepack case studies and articles:
- CASE STUDY: SAP—Building a Leading Technology Brand  (Part A)
- CASE STUDY: Lenovo—Building a Global Brand
- CASE STUDY: Samsung’s Next Frontier
- Think with Google, Brand Building in the Digital Age
- Think with Google, Brand Building in a Digital Age with Andrew Keller
- Think with Google, Brand Building in a Digital Age with John Battelle
- Think with Google, Brand Building in a Digital Age with Gareth Kay
- Bernd Schmitt, Corporate and Brand Expressions
- John Colapinto, Famous Names: Does it Matter What a Product is Called? (The New Yorker)
- David Aaker, The Brand Relationship Spectrum
Coursepack Cont.

- Hayes Roth, The Challenge of the Global Brand
- Yuval Atsmon, Jean-Frederic Kuentz, Jeongmin Seong, Building Brands in Emerging Markets
- Schumpeter, The Emerging Brand Battle (The Economist)
- The Latin American Consumer of 2020 (Americas Market Intelligence)
- David Rogers, The Customer Network Revolution
- Gabriela Salinas, The Concept and Relevance of Brand
- The Economist – Marketing, What are brands for?
- Christian Madsbjerg, Mikkel Rasmussen, An Anthropologist Walks into a Bar… (Harvard Business Review)
- Erik Brynjolfsson and Andrew McAfee, The Big Data Boom Is the Innovation Story of Our Time (The Atlantic)
- Carlos Torelli, Brands and the fulfillment of cultural-identity needs
- Glyn Atwal, Alistar Williams, Luxury brand marketing – The experience is Everything!
- Alan Bergstrom, Dannielle Blumenthal, Scott Crothers, Why Internal Branding Matters: The Case of Saab
- Melissa Gray, Company Removes ‘Rape’ Shirt Listed on Amazon (CNN)
- Simon Rushton, Nike’s Bullet Ad with Pistorius Backfires (CNN)

COURSE DESCRIPTION

Great brands stand for many different things in the minds of customers. But they all succeed in generating consumer interest, loyalty, even passion… and enormous value for the companies that manage them.

Our focus is on strategic and creative management of brands. We will examine how innovative managers create brands that connect with customers by studying customer lifestyles, tapping into cultural meanings, managing customer experiences, and executing brand strategies across touchpoints—from naming and visual identity to advertising, new media, retail, packaging, product innovation, and service. We will also look at brand valuation and analytics, but these topics are covered in more depth in other classes.

Class sessions will combine case studies, practical management tools, industry speaker perspectives, and group exercises. Students are evaluated for their ability to master new concepts, think strategically, and generate truly creative solutions to everyday branding challenges.
COURSE OBJECTIVES

The objective of the course is to familiarize you with:

- The creative and strategic nature of branding
- Practical frameworks for managing a brand and experience
- Tools for implementing a brand strategy in visual identity, communications and new media

The course will be useful for managing a brand and experience focused consulting project, and to position or reposition a brand in various industries (e.g., consumer goods, services, and technology).

CONDUCT POLICIES

You are expected to attend all class sessions on time, actively participate in discussions, complete assignments and adhere to all project deadlines, and follow the honor code.

ASSIGNMENTS & GRADING

Class & Case Study Participation (*Type C: Individual): 30% Combined

Your participation grade will be based on:

- Attendance: To be in the class, you must be present, on time, and arrive prepared. Given that the exercises are central to the learning, missing any of the sessions without an excuse will lower your grade

- Participation: We expect you to contribute to the learning of your classmates, both through class discussion and feedback during the breakout sessions. Expect cold calling. Good participation is defined as:
  - On time and present in each class
  - Actively participate in class discussions, pulling in insights from readings.
  - When guests are in the room, be respectful and prepared with thoughtful questions
  - Device usage (phones, laptops) will take away from your participation grade

Retail Experience Tour Project (*Type A: Group): 30%

After your retail experience tour you will work in groups to develop and give a presentation based on your experience on Friday, October 2.

Required: Decks must be uploaded to Canvas by 7am to the folder entitled “Retail Tour Experience Presentations (Groups)” under “Assignments.”

Include your group’s name and the names of your team members on the deck itself.

Large files may be uploaded to an FTP site (i.e. box.com, yousendit.com, etc.). Please notify the on-site TA if doing this.
Final Written Assignment (*Type C: Individual): 40%

Due Monday, October 26 by 7:00pm EDT | 23:00 UTC
* Late submissions will be graded accordingly.

Required: Please upload to Canvas in the “Final Written Assignments“. See instructions on Canvas for file naming and additional information.

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<thead>
<tr>
<th>Type</th>
<th>Designation</th>
<th>Discussion of concepts</th>
<th>Preparation of submission</th>
<th>Grade</th>
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<tbody>
<tr>
<td>A</td>
<td>group/group</td>
<td>Permitted with designated group</td>
<td>By group</td>
<td>Same grade for each member of the group</td>
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<tr>
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<td>Class 1: September 29 (Tue)</td>
<td>Class 2: September 29 (Wed)</td>
<td>Class 3: October 1 (Thu)</td>
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<tr>
<td>Brands: why they make us happy</td>
<td>Guest Speaker: Michael Lerch Head of Communication Strategy, BMW</td>
<td>Experiential Branding</td>
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<td>Brand Equity</td>
<td>Tour: BMW Welt &amp; Museum</td>
<td>Case Discussion: Samsung’s Next Frontier</td>
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<td>Case Discussion: SAP Part A—Building a Leading Technology Brand</td>
<td>Brand Elements</td>
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<td>Brand Planning</td>
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<td>Retail Branding Instructions</td>
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<td>Brand Architecture</td>
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<td>Retail Branding Tour</td>
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<td>Brand Extensions</td>
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<td>Case Discussion: Lenovo—Building a Global Brand</td>
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<td>Guest Speaker: Stefan Schuette, Serviceplan</td>
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<th>Class 4: October 2 (Fri)</th>
<th>Class 5: October 3 (Sat)</th>
<th>Final Written Assignment due: Monday, October 26 7:00pm EDT</th>
<th>23.00 UTC</th>
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<tbody>
<tr>
<td>Lifestyles &amp; Culture</td>
<td>Global Branding</td>
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<td>Customer Insight</td>
<td>Internal Branding</td>
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<td>Retail Branding Tour</td>
<td>Personal Branding</td>
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<td>Group Presentations</td>
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