

B 7758-100-20143: MANAGING BRANDS, IDENTITY & EXPERIENCES EMBA
International Seminar: Munich
October 2-6, 2018

AS OF JULY 11 - SUBJECT TO CHANGE – FINAL WILL BE HANDED OUT IN CLASS

Instructor

Bernd H. Schmitt - BHS1@gsb.columbia.edu

Teaching Assistant (Munich)

TBD

On-site EMBA Staff

TBD

METHOD OF EVALUATION

Attendance and Participation	30%
Experience Tour Project	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

Books: (read before class begins)

- Bernd Schmitt, *Customer Experience Management*. Wiley, 2003.
- Bernd Schmitt, *Happy Customers Everywhere*. Palgrave MacMillan, 2012.

Cases:

Required (read before course begins)

- CASE STUDY: *Lenovo—Building a Global Brand*
- CASE STUDY: *SAP—Building a Leading Technology Brand* (Part A)

Optional (for class 3)

- CASE STUDY: *Samsung's Next Frontier*

Required Articles:

For class 1 (Oct. 2):

- 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
- David Brooks, The Romantic Advantage (New York Times)
- 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

Attendance and Participation (*Type C: Individual): 30% Combined

Your grade will be based on:

- On time and present in each class
- Actively participate in class discussions
- When guests are in the room, be respectful and prepared with thoughtful questions

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

After participating in the experience tour you will work in groups to develop and give a presentation based on your experience on **Friday, October 5th**.

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](https://www.box.com), [yousendit.com](https://www.yousendit.com), etc.). Please notify the on-site TA if doing this.

Final Written Assignment (*Type C: Individual): 40%

Due Monday, October 22 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.

ASSIGNMENT TYPES

Type	Designation	Discussion of concepts	Preparation of submission	Grade
A	group/group	Permitted with designated group	By group	Same grade for each member of the group
B	group/individual	Permitted with designated group	Individually (No sharing of any portion of the submission.)	Individual
C	individual/individual	None of any kind	Individually	Individual

COURSE SCHEDULE: MANAGING BRANDS, IDENTITY, & EXPERIENCES (MUNICH)

OCTOBER 2018

Class 1: Tue	Class 2: Wed	Class 3: Thu
<p>Brands That Make Us happy</p> <p>Brand Value</p> <p>Case Discussion: SAP Part A—<i>Building a Leading Technology Brand</i></p> <p>Brand Planning</p> <p>Brand Identity</p> <p>Case Discussion: <i>Lenovo—Building a Global Brand</i></p> <p>Guest Speaker: Marcus Schnarr, Serviceplan</p>	<p>Brand Portfolio: Brand Architecture</p> <p>Brand Portfolio: Extensions and Alliances</p> <p>Brand Execution</p> <p>Oktoberfest: Tent: Schützenfestzelt</p>	<p>Brand Experience</p> <p>Case Discussion: <i>Samsung’s Next Frontier</i></p> <p>Guest Speaker: Dr. Marion Linn, Allianz</p> <p>Experience Tour (Group Assignment and Instructions)</p> <p>Brand Experience Tours (Different Retail and Business Outlets)</p>
Class 4: Fri	Class 5: Sat	<p>Final Written Assignment due: Monday, October 22 7:00pm EDT 23.00 UTC</p>
<p>Customer Insight</p> <p>Guest Speaker: Dr. Philipp Wiengandt, BMW</p> <p>Tour: BMW Welt & Museum</p> <p>Group Presentations</p>	<p>Organizational Branding</p> <p>The Future of Brands, Business, and Technology</p>	