

Year	2020/2021	
Course title	Brand Management in a Multi-National Company (CEMS)	
Course number	236001 - 0456	7 ECTS points
Lecturer	Płoszajski Piotr , PhD and team: Płoszajski Piotr , PhD	

A. Course objective

Course description and program: The course introduces students to the business reality of a multifunctional company using P&G as best-in-class example. Students are assigned to a multifunctional team and work on a plan to relaunch a brand and bring it to market leader position. Managers from marketing, finance, logistics and sales departments introduce students to their everyday business challenges and share expertise and tools necessary to successfully manage a brand. Students work in groups reflecting multi-functional team set-up to recommend new strategy for the brand's relaunch. They focus on key business areas: marketing (brand re-positioning and communication strategy), market research (assessing the competitive landscape, market sizing), finance (brand's profit & loss), logistics (supply chain optimization) and sales (trade strategies, promotions effectiveness). The outcome of the course will be presentation of each group's relaunch recommendation to the executive board. Course objective: Introduce students to the strategic and operational reality of a multinational company based on Procter & Gamble example. Making students familiar with key roles and tools used by different departments of the company Giving them the opportunity to apply the acquired skills in the real business case Training soft skills such as presentation skills, teamwork, analytical skills

SELECTION OF STUDENTS FOR THE COURSE: P&G problem solving test open to all IV-V year students (including foreign students on exchange programs), good level of English language skills required.

B. Course syllabus

Introduction to the course. Assessing the landscape, market segmentation. Brand building framework (WHO, WHAT and HOW). Business model payout analysis, relaunch NPV. Trade strategy. Case recap: towards the final recommendation.

C. Educational outcome

Knowledge	<ol style="list-style-type: none"> 1. Gaining broad and up-to-date knowledge of major paradigms, theories and academic discussions regarding brand management 2. Creating special focus on the cross-cultural and cross-border specificity of multi-national company. 3. Building intellectual ability to see and discuss the multi-faceted nature of brand management and its practical applications.
Skills	<ol style="list-style-type: none"> 1. analyzing the different variables of the market influencing brand development strategies 2. building full-fledged brand strategy for a given product and a given market 3. assessing the possible strengths, weaknesses, opportunities and threats of the strategy developed 4. using the different methods and research instruments offered by management theory for practically solving analytic problems in the process of brand strategy's creation.
Social competencies	<ol style="list-style-type: none"> 1. Developing team working skills 2. Developing and enhancing students' leadership abilities 3. Developing the presentation, public speaking and argumentation skills of the students.

D. Semester time table

1	February 2012 (5- hrs): Introduction to the course; Task 1: Assessing the landscape, market segmentation.
2	March 2012: (5- hrs): Presentation of task 1; Task 2: Brand building framework (WHO, WHAT and HOW).
3	April 2012: (5- hrs): Presentation of task 2; Task 3: Business model payout analysis, relaunch NPV.
4	May 2012: (5- hrs): Presentation of task 3; Task 4: Trade strategy; Case recap: towards the final recommendation.
5	June 2012: Final presentation.

E. Basic literature

Strategic Brand Management Paperback ? December 15, 2015 by Alexander Chernev; Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands Jun 2, 2015 by Carolina Rogoll and Debbie Millman P&G booklet with course materials and recommended readings;

F. Supplementary literature

Additional materials and handouts by P&G

G. Author's most important publications concerning the offered course

Expanding the Toolbox of Organizational Theory: Complexity, Morphogenesis, Catastrophe and Chaos, ORGANIZATION AND MANAGEMENT (ORGANIZACJA I KIEROWANIE) No. 1B (160) Year 2014. International Strategic Management, Graduate July Program Course Reader, Wirtschaftsuniversitaat, Vienna, edition 2016. Społeczna odpowiedzialność technologii?, pr. zbior. p. red. P. Płoszajskiego, Oficyna Wydawnicza SGH, Warszawa, 2016. Strategie zarządzania uwagą na współczesnym rynku, red. pr. zbior. z M. Aluchna, M. Pindelski, SGH w Warszawie, 2008; Nowe wyzwania globalizacji. Podziały, homogenizacja i efekt motyla, pr. zbior. p. red. P. Płoszajskiego, Openlinks, Warszawa 2012

H. Numbers of required prerequisites

not required

I. Course size and mode

	Full-time	Saturday-Sunday	Afternoon
Total:	30	-	-
Lecture	10	-	-
Seminar	10	-	-
Classes	10	-	-

J. Final mark composition

reports	40%
others	60%

K. Foreign language requirements

English

L. Selection criteria

Ranking list

M. Methods applied

case studies
 reporty
 discussions
 participation of practitioners