

Year	2020/2021	
Course title	Developing a Winning Sales and Marketing Strategy, with L'Oreal Polska (CEMS)	
Course number	238161 - 0456	7 ECTS points
Lecturer	Płoszajski Piotr , PhD and team: Pindelski Mikołaj Jerzy, PhD, Szumniak-Samolej Justyna Magdalena, PhD	

## A. Course objective

Introduce students to the strategic and operational reality of a multinational company based on L'Oréal example. - Make students familiar with key roles and tools used by different departments of the company - Give them the opportunity to apply the acquired skills in real business case - Train soft skills, such as the presentation, team-building and analytical skills. Selection procedure: after a separate call for applications announced by VD there will be a selection of students accepted to the course based on their CVs and motivation letters.

## B. Course syllabus

The course introduces students to the business reality of a multifunctional company using L'Oréal as best-in-class example. Students are assigned to a multifunctional team and work on a plan to develop a sales and marketing strategy for one of the Group's brands. Managers from marketing, trade marketing, category management and sales departments introduce students to their everyday business challenges and share expertise and tools necessary to successfully manage a brand.

## C. Educational outcome

Knowledge	<ol style="list-style-type: none"> <li>1. Understanding all environmental and internal constraints that affect the marketing strategy making process.</li> <li>2. Getting to know the sequence of analytical steps in strategy formulation.</li> <li>3. Knowledge of the major contemporary theoretical concepts dealing with shaping the sales and marketing strategies in a company.</li> <li>4. Understanding different organizational positions and interests.</li> </ol>
Skills	<ol style="list-style-type: none"> <li>1. Leading and operating in a diversified multi-cultural team.</li> <li>2. Presenting and defending own position on marketing strategic options.</li> <li>3. Developing team working skills</li> </ol>
Social competencies	<ol style="list-style-type: none"> <li>1. Developing team working skills</li> <li>2. Developing and enhancing students' leadership abilities</li> <li>3. Developing the presentation, public speaking and argumentation skills of the students.</li> </ol>

**D. Semester time table**

- 1 Meeting 1 - February 2012 (5 hrs) - Introduction to the course. Visit to the L'Oréal plant. Case study presentation - what is the challenge? Introduction of the brand strategy.
- 2 Meeting 2 - March 2012: (5 hrs) - Market overview. Consumer overview. Media overview. Task 1: Market research.
- 3 Meeting 3 - March 2012: (5 hrs) - Presentation of task 1. Introduction to the distribution strategy. Key Account Manager toolbox.
- 4 Meeting 4 - April 2012: (5 hrs)- Overview of a major Client. Field visit. Task 2: Field visit sum up.
- 5 Meeting 5 - May 2012 (5hrs) - Presentation of task 2. Introduction to category management. Conclusions and Q&A session.
- 6 Meeting 6 - June 2012 (5hrs) - Final presentations. Closing dinner.

**E. Basic literature**

1. David Meerman Scott, The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers ... & PR: How to Use Social Media, Blogs, NY, 2015; 2. Marketing 4.0: Moving from Traditional to Digital, by Philip Kotler and Hermawan Kartajaya, NY, 2016;

**F. Supplementary literature**

L'Oreal Company's teaching materials

**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. Nowe wyzwania globalizacji. Podziały, homogenizacja i efekt motyla, pr. zbior. p. red. P. Płoszajskiego, Openlinks, Warszawa 2012 Strategie zarządzania uwagą na współczesnym rynku, red. pr. zbior. z M. Aluchna, M. Pindelski, SGH w Warszawie, 2008;

**H. Numbers of required prerequisites**

not required

**I. Course size and mode**

	Full-time	Saturday-Sunday	Afternoon
<b>Total:</b>	30	-	-
Seminar	15	-	-
Training	15	-	-

**J. Final mark composition**

reports 100%

**K. Foreign language requirements**

English

**L. Selection criteria**

**M. Methods applied**

case studies  
reporty  
discussions  
participation of practitioners