



***Dissertation Seminar***  
**Brand Management in a Digital World**

*Academic Year:* **2017/2018**

*Semester:* **1st**

*Instructor(s):* **Nuno Crispim**

*Max. Number of Students:* **6**

*Seminar Description:*

This seminar caters to students developing their MSc Dissertation in the area of Brand Management.

There is no denying that we are living in a digital world, where everything we do (or don't do) generates a digital footprint, ready to be harnessed and used (exploited?). On the other hand, technology developments have enabled Marketing as a science to evolve, as consumer behaviour gets examined under the microscope (or FMRI machine, or eye tracking device), providing brand managers with new and exciting insights on how to drive their businesses further than ever before.

It is in this context that students can expect, besides guidance through their dissertation, an open forum for discussion on topics like:

- Neuromarketing
- Driving successful digital apps
- Leveraging Big Data
- Technology disruption
- Marketing and Retail strategies: FMCG vs Consumer Electronics & Durables
- Managing global brands at a local level and the role of Trade Marketing

Students will be asked to develop their dissertation on a market and from a point of view of their choosing, touching on some of the concepts covered in class. For example:

- Consumer point of view: functional vs experiential buying (example: testing consumer response to advertising strategies from different brands)
- Manufacturer point of view: adapting existing products or services based on the latest consumer behaviour insights (example: impact of different pricing strategies on purchase intention)
- Distributor point of view: enticing manufacturer competition to drive retailer sales (example: impact of retailer strategies on pricing and brand visibility on brand equity)



Students may choose to do their dissertation over the following methodologies:

- exploratory study
- develop a hypothesis based on literature review and test it through new research
- case development for future class use

With the instructor's guidance, knowledge from previous MSc courses and the skillset from the Research Methodologies Workshop will be put into practice through the development of an academic and managerial relevant research topic of the student's choice.

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Seminar Content:

This seminar will combine different learning methods:

- Instructor led lectures and in-class discussion
- Student presentations with follow-up group discussions
- Individual instructor/student meetings

Content will be split in two main groups:

- Dissertation support:
  - o Choosing a dissertation topic
  - o Developing a research proposal & methodology
  - o Tackling the literature review
  - o Analysing research data
  - o Writing compelling conclusions and a cohesive document
- Discussion of Marketing Trends:
  - o Neuromarketing
  - o Driving successful digital apps
  - o Leveraging Big Data
  - o Technology disruption
  - o Marketing and Retail strategies: FMCG vs Consumer Electronics & Durables
  - o Managing global brands at a local level and the role of Trade Marketing

Attendance in person is mandatory.

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Seminar Objectives:

Students will develop a first-hand working knowledge on how to support business management decisions by developing relevant research, from reviewing the existing body of knowledge to developing their own custom-tailored research. They will produce an original MSc thesis around a topic of their choosing and will prepare for its defence.

Students will also gain critical insight into some of the latest Marketing trends, looking into the new possibilities brought by an increasingly digital life, where brand managers leverage more and more data driven insights.

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Bibliography / Recommended Textbook(s) / Additional Readings:

Roger Dooley (2012), Brainfluence – 100 ways to persuade and convince consumers with Neuromarketing, Wiley and Sons.

Nir Eyal (2014), Hooked – How to build Habit-Forming Products, Penguin.

Byron Sharp (2010), How Brands Grow – part 1 & 2, Oxford University Press.

White, Brian (2003), Dissertation Skills for Business and Management Studies, South Western Cengage.

Fisher, Colin (2010), Researching and Writing a Dissertation for Business Students, Prentice Hall.

Tabachnick, Barbara and Linda Fidell (2006), Using Multivariate Statistics, Pearson.

Kotler, P., & Keller, K. L. (2006), Marketing Management. Prentice Hall

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Biography:

Nuno Crispim has 15 years of experience in B2C and B2B Marketing and Sales in leading FMCG and Technology multinationals, developing a wide ranging expertise from trade marketing, communication and brand equity management at Unilever, to brand financial management at Reckitt Benckiser, to project and innovation management at Samsung.

Nuno has graduated from the Lisbon MBA International program from Católica-Lisbon/Nova/M.I.T., holds an MSc in International Business Management from Católica-Lisbon/Nova and an undergraduate degree in Management from Católica-Lisbon during which he completed an Erasmus Management Program at the Rouen Business School in France and the Advanced Management Program from the Aarhus School of Business in Denmark.



Schedule:

This course will have pre-scheduled group sessions and individual meetings which will be scheduled only after the necessary work has been delivered by students.

Type	Session #	Date	Duration	Topics to be covered	Delliverables		
					What	when	how
Group Classes	1	5th sep	18:30 - 20:00	<b>Instructor led:</b> <ul style="list-style-type: none"> <li>- Dissertation topic definition</li> <li>- Academic and managerial relevance</li> <li>- Introduction to Brand Management in a Digital World</li> </ul> <b>Student led:</b> <ul style="list-style-type: none"> <li>- personal areas of interest</li> </ul>	Dissertation topic and research proposal (3 per student)	11th Sep	email
	2	12th sep	18:30 - 20:00	<b>Student led:</b> <ul style="list-style-type: none"> <li>- Presentation of dissertation topic and research proposal</li> </ul> <b>Instructor led:</b> <ul style="list-style-type: none"> <li>- Feedback on student's proposal</li> <li>- Guidance on literature review</li> <li>- Guidance research methodology</li> <li>- Brand Management in a Digital World (cont.)</li> </ul>	--		
	3	19th Sep	18:30 - 20:00	<b>Student led:</b> <ul style="list-style-type: none"> <li>- Presentation of final dissertation topic</li> </ul> <b>Instructor led:</b> <ul style="list-style-type: none"> <li>- Brand Management in a Digital World (cont.)</li> </ul>	--		
	4	26th Sep	18:30 - 20:00	<b>Instructor led:</b> <ul style="list-style-type: none"> <li>- Brand Management in a Digital World (cont.)</li> </ul>	--		
Individual Meetings	1	20 / 21 Sep	18:30 - 20:00	Individual feedback	. Final dissertation topic and research proposal . Preliminary literature review topics and key terms . Preliminary methodology proposal	18th Sep	email
	2	10 / 11 Oct	18:30 - 20:00	Individual feedback	. Final Literature Review . Final research methodology	9nd Oct	email
	3	7 / 8 Nov	18:30 - 20:00	Individual feedback	. Exploratory qualitative research conclusions . Quantitative survey proposal	6th Nov	email
	4	11 / 12 Dec	18:30 - 20:00	Individual feedback	. Quantitative survey collection & analysis . Conclusion chapter	10th Dec	email



Contact(s) and Office Hours:

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Deadlines:

The full list of dates and deadlines can be consulted [here](#).

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