

Dissertation Seminar

Consumer Electronics and Durable Products Marketing

Academic Year: 2016/2017
January – May 2017

Instructor: Nuno Crispim
Max. number of students: 6

Seminar Description

This seminar caters to students developing their MSc Dissertation in the area of Brand Management dealing with durables products, namely Consumer Electronics.

Students will be guided through their dissertation and will also gain insights into the day to day role of a brand manager in a consumer electronics company, its tools, responsibilities and “secrets of the trade”, learning the main differences of managing a durables business vs. FMCG.

Students will be asked to develop specific questions from a point of view of their choosing. For example:

- Consumer point of view: functional vs experiential buying (example: Samsung vs Apple mobile phone consumer response to advertising and innovation)
- Manufacturer point of view: market share vs profit (example: Impact of game console market pricing and innovation rate on profitability or consumer perception)
- Distributor point of view: driving sales through manufacturer competition (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.

Seminar Content

This seminar will combine different learning methods:

- Instructor led lectures and in-class discussion
- Student presentations of their thesis, from draft to finished document, 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 a literature review
 - o Analyzing research data
 - o Writing compelling conclusions and a cohesive document

- Consumer Electronics and Durable Products Marketing
 - o Durables
 - o Impact of technology
 - o Role of the Brand Manager
 - o Key Performance Indicators (KPI)
 - o Managing Consumer Electronics (focused on TV and Mobile Phone markets)

Attendance is mandatory.

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 defense.

Students will also gain critical insight into Consumer Electronics daily management and what sets it apart from dealing in FMCG, knowing what to expect from future brand management roles.

Bibliography / Recommended Textbook(s) / Additional Readings

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

Keller, K. (2012), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Pearson.

Wheeler, Alina (2012), Designing Brand Identity, John Wiley & Sons

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.

Contact(s) and Office Hours

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Deadlines

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

Schedule

Session #	Date	duration	Room	Topics to be covered	Delliverables		
					What	when	how
1	31st Jan	18:00 - 19:30		Instructor led: <ul style="list-style-type: none"> - Dissertation topic definition - Academic and managerial relevance - Introduction to consumer electronics and durables management Student led: <ul style="list-style-type: none"> - personal areas of interest 	Dissertation topic and research proposal (3 per student)	6th Feb	email
2	7th Feb	18:00 - 19:30		Student led: <ul style="list-style-type: none"> - Presentation of dissertation topic and research proposal Instructor led: <ul style="list-style-type: none"> - Introduction to consumer electronics and durables management (cont.) - Feedback on student's proposal - Guidance on literature review - Guidance research methodology 	Final dissertation topic proposal Draft literature review topics and key terms Draft research methodology	13th Feb	email
Individual Meetings	15th Feb	1h / student		Individual feedback	Literature Review Chapter Final research methodology proposal	3rd Mar	email
3	7th Mar	18:00 - 19:30		Student led: <ul style="list-style-type: none"> - Presentation of final dissertation topic - Presentation of Literature review - Presentation of research methodology structure proposal Instructor led: <ul style="list-style-type: none"> - Introduction to consumer electronics and durables management (cont.) - Feedback on student's work 	Exploratory qualitative research results	17th Mar	email
Individual Meetings	21st Mar	1h / student		Individual feedback	Quantitative survey collection & analysis	7th Apr	email
Individual Meetings	11th Apr	1h / student		Individual feedback	Draft Conclusion chapter	21th Apr	email
Individual Meetings	26th Apr	1h / student		Individual feedback	Final conclusion chapter Preliminary thesis draft	5th May	email
4	9th May	16:00 - 17:30		Student led: <ul style="list-style-type: none"> - Presentation of conclusions Instructor led: <ul style="list-style-type: none"> - Feedback on student's work 	Final draft of the thesis Dissertation defense draft	19th May	email

Note that this schedule may be updated to adjust for actual student progress.