

Dissertation Seminar

Product Management in Consumer Packaged Goods

Effectiveness of promotions, packaging and point of sale communications

Academic Year: 2016/2017
February – May 2017

Instructor: Paulo Romeiro
Max. number of students: 6

Seminar Description

Brand or Product Management is a key part of the marketing function in many Consumer Packaged Goods (CPG) Companies, having a direct contact with advertising, promotion and sales. These companies are selling more variations of products in more places to more types of customers against more competitors. Therefore, they are getting increasingly complex and this compromises overall effectiveness and results. This seminar aims to help students prepare their MSc Dissertation in the area of CPG Brand or Product Management, with focus on the effectiveness of promotions, packaging and point of sale communications.

Seminar Content

The seminar comprises a mix of compulsory group and individual sessions. Throughout the sessions, students will be asked to present their current work and to read and comment the work from others. In each session, students will be given an assignment that need to be fulfilled until the next session. Attendance is compulsory in every session and non-negotiable.

Seminar Objectives

Overall, this seminar aims to help students prepare their MSc Dissertation in the area of Consumer Packaged Goods Product Management.

Specific objectives are:

1. To prepare students on how to write up a dissertation that addresses a particular problem and contributes to the field of CPG Product Management.
2. Refresh the topic of Brand Management that will allow students to choose a specific topic for their dissertation.
3. To show students the importance of performing an initial literature review that will conduct them to write a research proposal following the best practices of Brand research methodologies.
4. To train students on how to present their work to their peers and instructors and get relevant feedback from them.
5. To prepare a final dissertation document that sufficiently takes into account instructors' guidelines and comments, and reflects hard work, intellectual progress and a valuable contribution to business practice.

Topics' Examples

1. Shelf space and position effects on sales.
2. Effective promotional communication: using price vs. benefits appeals.
3. Effects of packaging on consumer purchase consideration and intent.

Bibliography / Recommended Textbook(s) / Additional Readings

- | | |
|----------------------------------|---|
| Dissertation | <ul style="list-style-type: none">• Creswell, John (2009), <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches</i>, SAGE Thousand Oaks• White, Brian and Stephen Rayner (2014), <i>Dissertation Skills for Business and Management Students</i>, Hampshire: Cengage Learning EMEA. |
| Marketing | <ul style="list-style-type: none">• Aaker, David (2011), <i>Brand Relevance</i>, Jossey-Bass• Keller, Kevin L. (2013), <i>Strategic Brand Management</i>, Person Education• Kotler, Philip and Kevin L. Keller (2012), <i>Marketing Management</i>, Prentice Hal• Sharp, Byron (2010), <i>How Brands Grow</i>, Oxford University Press |
| Promotions,
Packaging,
POS | <ul style="list-style-type: none">• Frow, Pennie and Adrian Payne (2007), "Towards the 'perfect' Customer Experience," <i>Journal of Brand Management</i>, 15(2), 89–101.• Levy, Michael, Dhruv Grewal, Praveen Kopalle, and James D Hess (2004), "Emerging Trends in Retail Pricing Practice: Implications for Research," <i>Journal of Retailing</i>, 80, xiii–xxi.• Pauwels, Koen (2007), "How Retailer and Competitor Decisions Drive the Long-Term Effectiveness of Manufacturer Promotions for Fast Moving Consumer Goods," <i>Journal of Retailing</i>, 83(3), 297–308.• Valette-Florence, Pierre, Haythem Guizani, and Dwight Merunka (2011), "The Impact of Brand Personality and Sales Promotions on Brand Equity," <i>Journal of Business Research</i>, 64(1), 24–28. |

Contact(s) and Office Hours

Contact by appointment via:
e-mail: romeiro_p@hotmail.com
skype: romeiro_p
mobile / WhatsApp: +351 925 322 499



Schedule

Session Topic	Date	Description	Required Work/ Deliverable
1. Introduction	MON 06/02/2017 18h00 – 19h30 1h30min	1 Presentation of instructor, students seminar program and required work: Research Problem Definition, interesting research questions and objectives (instructor led)	By FRI 10/02/2017 send dissertation topic draft with the desired research topic. (by 18:00)
2. Literature Review & Research Hypothesis (Chapter 2)	MON 13/02/2017 18h00 – 19h30 1h30min	1. Presentation of the required work/ deliverable by the students (10min each) and feedback. 2. Presentation of Required work: Literature Review Structure, formulating research hypothesis (instructor led)	By FRI 24/02/2017 send Literature Review Draft (by 18:00)
3. Individual Meetings I	MON 27/02/2017 1 Hour TBD (*)	Individual feedback to required works/ deliverables	By FRI 3/03/2017 send Final Literature Review (by 18:00)
4. Methodology (Chapter 3)	MON 06/03/2017 18h00 – 19h30 1h30min	1. Presentation of the required work/ deliverable by the students (10min each) and feedback. 2. Presentation of Required work: Research Design, sample definition, scales, pre-testing and data collection (instructor led)	By WED 24/03/2017 send Methodology Proposal (by 18:00)
5. Data Analysis & Results Presentation I (Chapter 4)	MON 27/03/2017 18h00 – 19h30 1h30min	1. Presentation of the required work/ deliverable by the students (10min each) and feedback. 2. Presentation of Required work: Data Collection (instructor led)	By FRI 7/04/2017 send Data Collection (by 18:00)
6. Data Analysis & Results Presentation II (Chapter 4)	MON 10/04/2017 18h00 – 19h30 1h30min	1. Presentation of the required work/ deliverable by the students (10min each) and feedback. 2. Presentation of Required work: Data Analysis (instructor led)	By FRI 21/04/2017 send Final Methodology and Data Analysis (by 18:00)
7. Individual Meetings II	WED 26/04/2017 1 Hour TBD (*)	Individual feedback to required work/ deliverable	By FRI 5/05/2017 send Chapter 4 Results and Discussion (by 18:00)

8. Conclusions, Limitations and Further Research (Chapter 5)	MON 08/05/2017 18h00 – 19h30 1h30min	1. Presentation of the required work/ deliverable by the students (10min each) and feedback. 2. Presentation of Required work: Writing Conclusions, limitation and further research chapters (instructor led)	By MON 12/05/2017 send chapter 5: conclusions, limitations and further research (by 18:00)
9. Individual Meetings III	MON 15/05/2017 1 Hour TBD (*)	Final dissertation document feedback and recommendations for presentation	

* The scheduled time for these sessions will be confirmed individually with each student.

Biography

Paulo Romeiro is a graduate in Economics from UCP. During his Brand Management Career with Procter & Gamble, he acquired broad experience combining the rigor and strategic thinking of Head Quarter assignments (Regional Business Units) with the agility and entrepreneurship from in-market operations (Selling Market Organizations). He has a balanced experience in management of local and regional businesses across different continents, developed region (9 years in Europe) and developing region (7 years in Latin America). Paulo has a solid experience in managing diverse portfolio of brands in beauty, personal hygiene and home care where he managed new brand launch, brand line extension, new category expansion, brand identity design, brand architecture optimization and brand re-stage implementation. He also worked in sales, managing annual agreement negotiations and alignment of joint business plan, like innovation listing, promotions and shopper programs.

Deadlines

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