

Dissertation Seminar
Brand Management in a Digital World

Academic Year: **2017/2018**

Semester: **2nd**

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:

- Artificial Intelligence
- Technology disruption
- Marketing and Retail strategies: FMCG vs Consumer Electronics & Durables
- Neuromarketing
- Driving successful digital apps
- Leveraging Big Data & Internet of Things

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

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 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 Artificial Intelligence
 - o Technology disruption
 - o Marketing and Retail strategies: FMCG vs Consumer Electronics & Durables
 - o Neuromarketing
 - o Driving successful digital apps
 - o Leveraging Big Data & Internet of Things

Attendance in person 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 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.

Bibliography / Recommended Textbook(s) / Additional Readings:

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

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

Fisher, C. (2010). *Researching and Writing a Dissertation for Business Student*. Prentice Hall.

Genco, S., Pohlmann, A., & Steidl, P. (2013). *Neuromarketing*. John Wiley & Sons Canada Ltd.

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

Mayer-Schonberger, V., & Cukier, K. (2013). *Big Data: A revolution that will transform how we live, work and think*. John Murray.

Renvoisé, P., & Morin, C. (2007). *Neuromarketing: Understanding the "buy button" in your customer's brain*. Sales Brain LLC.

Tabachnick, B., & Fidell, L. (2006). *Using Multivariate Statistics*. Pearson.

White, B. (2003). *Dissertation Skills for Business and Management Studie*. South Western Cengage.



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	16th Feb	12:30 - 14:00	Instructor led: <ul style="list-style-type: none"> - Dissertation topic definition - Academic and managerial relevance - Introduction to Brand Management in a Digital World Student led: <ul style="list-style-type: none"> - personal areas of interest 	Dissertation topic and research proposal (2 per student)	20th Feb	email
	2	23rd Feb	12:30 - 14:00	Student led: <ul style="list-style-type: none"> - Presentation of dissertation topic and research proposal Instructor led: <ul style="list-style-type: none"> - Feedback on student's proposal - Guidance on literature review - Guidance research methodology - Brand Management in a Digital World (cont.) 	--		
	3	2nd Mar	9:30 - 11:00	Instructor led: <ul style="list-style-type: none"> - Brand Management in a Digital World (cont.) 	--		
	4	9th Mar	12:30 - 14:00	Instructor led: <ul style="list-style-type: none"> - Brand Management in a Digital World (cont.) 	--		
Individual Meetings	1	2nd Mar	11:00 - 15:30	Individual feedback	. Final dissertation topic and research proposal . Preliminary literature review topics and key terms . Preliminary methodology proposal	27th Feb	email
	2	23rd Mar	9:30 - 15:30	Individual feedback	. Final Literature Review . Final research methodology	19th Mar	email
	3	6th Apr	9:30 - 15:30	Individual feedback	. Exploratory qualitative research conclusions . Quantitative survey proposal	3rd Apr	email
	4	18th May	9:30 - 15:30	Individual feedback	. Quantitative survey collection & analysis . Conclusion chapter	11th May	email

Biography:

Nuno Crispim has over 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. He is currently Marketing Director at Vitacress.

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 Rouen Business School in France and the Advanced Management Program at 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](#).