

BRANDING AND THE MARKETING PLAN

Description

Retailing as such, and shopping malls in particular, are undergoing massive changes. This concerns the tenant mix, the consumer footfall, and the reasons why people visit shopping malls and the individual tenants. Branding comes in many concepts, and we will explore these in an attempt to identify perspectives, that could be useful for every participant in this module. Once this has been decided, it's possible to begin the work with the marketing plan, developing it's internal and external perspectives.

Learning outcomes

After the course you are able to develop your own marketing plan and describe the attributes that characterizes your brand and attractiveness as a retail center. Furthermore, you will have identified the critical pillars you are basing your marketing plan upon, and the value proposition and the explicit pains and gains you are helping your customers and tenants achieve or avoid.

Content

- The marketing plan – a framework
- Branding and the shopping mall
- The 7 perspectives on branding
- Zooming in on living the brand
- The brand in a service profit chain perspective
- Social media driving the shopping mall brand
- Visiting two shopping malls and discussing their brand
- Trends in marketing of shopping malls
- The brand in a customer journey perspective
- Analysing and developing brand touchpoints



COURSE DIRECTOR, TEACHER

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Copenhagen Business School (CBS), founded in 1917, hosts more than 22,000 students annually

The university was founded as a private school, but was later turned into a public university, and the pay-off is "Where university means business". CBS Executive was founded in 1992, and is today an integrated part of CBS. CBS is one of the largest business schools in Europe, and was in 2016 ranked no. 50 in the world by Financial Times (Ranking of Executive MBA's).

Course: Branding and the Marketing Plan

When: September 27-29

Location: Porcelænshaven 22, Frederiksberg, Copenhagen

University: CBS Executive, Copenhagen Business School, Denmark

Language: English

Price members: 25 000 SEK excl. VAT

Price non members: 30 000 SEK excl. VAT

Literature, study visit, 3 lunches + 1 dinner are included in the price.

Cost for travels and hotels are additional.

NCSC Business Program Diploma

Branding and the Marketing Plan is one of 4 independent but interconnected courses in the NCSC Business Program Diploma. The other courses are: *Market and Investment Analysis*, KTH, Stockholm March 27-29, *Center management in the future*, Aalto University, Helsinki May 3-5, *Asset Management*, NHH, Bergen August 28-30.

The Diploma Program also includes a bonus-module with a Diploma dinner in november in Stockholm. You can do the Diploma program in 2 years. **Price members:** 90 000 SEK excl. VAT. **Price non members:** 100 000 SEK excl. VAT.

More information: www.ncscnordic.org/education