



**International Seminar**  
**Marketing & Branding**

**IAE Paris-Sorbonne Business School**  
**X**  
**Garden City University**

**8<sup>th</sup> March 2020 – 14<sup>th</sup> March 2020**

## Timetable

### Sunday 8<sup>th</sup> March

Arrival in Paris and Hotel check-in

Tour of the neighbourhood

### Monday 9<sup>th</sup> March

**8:30 am** – Welcome to the Sorbonne Business School – **Room D4**

**9 – 12 am** – Introduction to Marketing (Samuel Haddad) – **Room D4**

**12 am – 1 pm** – Lunch break

**2 pm – 8 pm** – Eiffel Tower visit

### Tuesday 10<sup>th</sup> March

**9 – 12 am** – Marketing Strategy (Valérie Zeitoun) – **Room D4**

**12 am – 1 pm** – Lunch break

**2 pm – 4 pm** – Visit of Le Bon Marché

### Wednesday 11<sup>th</sup> March

**9 – 12 am** – Fundamentals of branding (Géraldine Michel) – **Room D4**

**12 am – 1:30 pm** – Lunch break

**2 pm – 4 pm** – Visit of Station F – World's Biggest Start-up campus

### Thursday 12<sup>th</sup> March

**9 – 12 am** – Marketing implementation (Samuel Haddad) – **Room D4**

**12 am – 1:30 pm** – Lunch break

**2 pm – 6 pm** – Visit of the Louvre Museum

**8 pm – 10 pm** – Dinner with IAE Paris-Sorbonne Business School faculty members

### Friday 13<sup>th</sup> March

**9 – 12 am** – Digital Marketing (Alexandre Nassar) – **Room B1**

**12 am – 1:30 pm** – Lunch break

**2 pm – 6 pm** – Boat cruise on the River Seine and sightseeing

**8 pm** – Farewell party

### Saturday 14<sup>th</sup> March

**11 am – 4:30 pm** – Shopping session

**5:30 pm** – Departure for airport

## About IAE Paris-Sorbonne Business School



Founded in 1956 and associated to Paris 1 Panthéon-Sorbonne University, IAE Paris-Sorbonne Business School is a reference, with a strong and prestigious heritage in teaching and research in Management Sciences in France and abroad. Our students graduate from Paris 1 Panthéon-Sorbonne University.

From those foundations, IAE Paris-Sorbonne Business School keeps on writing its history, a great history, demanding, optimist as well as humanist: that of management, research, and progress, and of social engagement and equal opportunities for all.

To ensure the professional insertion and evolution of all its students, IAE Paris-Sorbonne Business School thinks and conceives all its Management courses in close collaboration with the corporate world. This is why we have developed a dense network of relations with the most important corporations, both profiting teaching and research. IAE Paris-Sorbonne Business School also benefits from an international outreach thanks to numerous partnerships established with universities and business schools from all continents, and to an active alumni network of 31,000 members who are professionally active all around the globe.

## Objectives of the course

This course aims at introducing GCU students to Marketing. It shall give them an understanding the main principles of Marketing and make them discover how Marketing can create value for companies. The objective is to enable the students to develop skills in Marketing.

### Unit 1 – Introduction to Marketing

This unit will give you a basic understanding of Marketing, starting with its definitions, its objectives and its limitations. We shall also explore basic marketing concepts and methodologies.

### Unit 2 – Marketing strategy

This unit shall provide you with an overview of Marketing strategy through the concepts of segmentation, targeting and positioning.

### Unit 3 – Branding

You will explore Brand management in depth. How to define a brand's identity? How to manage its image? What is a brand's territory and what are its implications to what it can or can't do?

### Unit 4- Marketing implementation

How to successfully implement a marketing strategy? This unit shall teach you how to make use of the Marketing Mix (Product, Price, Place, Promotion), also known as the 4P's.

### Unit 5- Digital Marketing

At last, we shall provide you with a general understanding the different trending tools and platforms in Digital Marketing in 2020.

## Teaching Staff

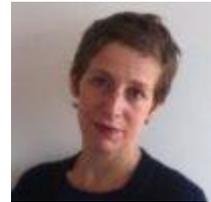
### Géraldine Michel – Professor



Professor and Director of Academic Research at IAE Paris-Sorbonne Business School, author of several books on brand management including '*At the heart of the brand*', Géraldine Michel has been researching on brand management for more than 15 years. She published numerous articles in international journals such as Journal of Business Research, Psychology & Marketing Journal, Journal of Advertising Research, Journal of Brand Management, Research and Applications in Marketing. She is particularly interested in the role brands play for both consumers and employees in terms of social psychology. She teaches brand management in France and abroad. Her research has been awarded several times.

### Valérie Zeitoun – Associate Professor

Valérie Zeitoun is an Associate Professor at IAE Paris-Sorbonne Business School. After studying literature and linguistics, she turned to qualitative studies applied to business. She is now the Director and Founder of The Laundry, a consulting and qualitative research institute. Her company collaborates on various marketing issues with organizations such as SCA Hygiene Products, Mondelez, MHD and Danone Eaux. In parallel with her professional activity, Valérie pursued a doctoral research on the consumer-brand relationship. She defended her thesis on November 15, 2016, entitled: "*A new perspective on the brand-consumer relationship: relational mechanics analyzed through the prism of theater*".



### Samuel Haddad – Lecturer



Former Project manager at Universal Music Group for the labels Deutsche Grammophon, Decca Classics and ECM Record, Samuel Haddad decided to apply his knowledge on Cultural Industries and Marketing to pursue a thesis on cultural consumption. He is a PhD candidate at IAE Paris-Sorbonne Business School since 2017 under the supervision of Géraldine Michel. Furthermore, he is Brands and Values Chair's current Research assistant and gives lectures at IAE Paris-Sorbonne Business School on Marketing, Marketing for the Cultural Industries and Marketing for the Collaborative Economy.

### Alexandre Nassar – Lecturer

Graduated from the Msc Marketing and Commercial Practices and from the Research Master in Organisation Theory at the IAE Paris-Sorbonne Business School, Alexandre has worked for 4 years as a Product Manager within the Medical devices sector. Currently undertaking a thesis at IAE Paris-Sorbonne Business School under the joint supervision of Géraldine Michel and Valérie Zeitoun, his research project explores activist brands' strategies in a context of evolving consumption patterns.



## Practical Information

We have conceived a personal google map that will enable you to get around the hotel's neighbourhood: <http://bit.ly/MAPGCUIAE>

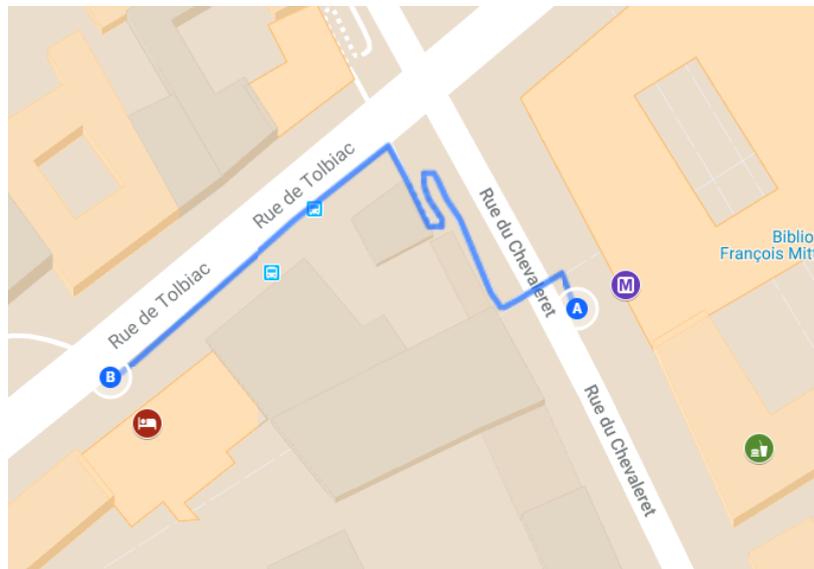
### Getting to the Hotel

The hotel's address is the following:

#### Quality Hôtel & Suites Bercy Bibliothèque

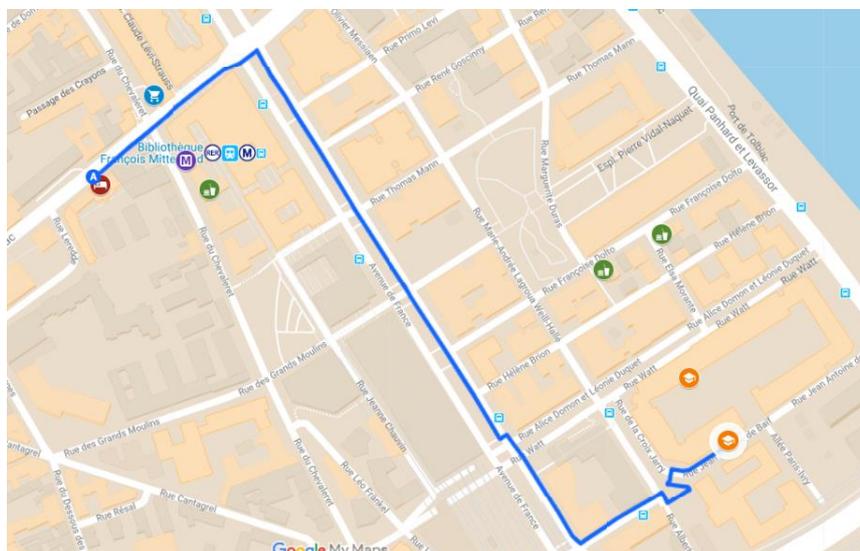
15 rue de Tolbiac, 75013 Paris

It is accessible via Metro L 14 and RER C – Station Bibliothèque François Mitterrand. Once you reach the metro station, take the exit 4 (rue du Chevaleret). Then turn right, go up the stairs to reach rue de Tolbiac. Then, go up the street until you arrive at the hotel.



### Getting to the Sorbonne Business School from the Hotel

Sorbonne Business School is located at **12 rue Jean-Antoine de Baïf (D section)** and in the **Jardin Biopark** located at **11 rue Watt (B section)**.



## Visits

### Monday - Eiffel tower



It's the most visited monument in the world. As France's symbol in the world, and the showcase of Paris, today it welcomes almost 7 million visitors a year (around 75% of whom are foreigners). The Eiffel Tower was built by Gustave Eiffel for the 1889 Exposition Universelle, which was to celebrate the 100th year anniversary of the French Revolution. Its construction in 2 years, 2 months and 5 days was a veritable technical and architectural achievement. "Utopia achieved", a symbol of technological prowess, at the end of the 19th Century it was a demonstration of French engineering personified by Gustave Eiffel, and a defining moment of the industrial era. It was met immediately with tremendous success.

Only intended to last 20 years, it was saved by the scientific experiments that Eiffel encouraged, and in particular by the first radio transmissions, followed by telecommunications. For example, the radio signals from the Pantheon Tower in 1898; it served as a military radio post in 1903; it transmitted the first public radio programme in 1925, and then broadcast television up to TNT more recently. Since the 1980s, the monument has regularly been renovated, restored and adapted for an ever-growing public. Over the decades, the Eiffel Tower has seen remarkable achievements, extraordinary light shows, and prestigious visitors. A mythical and audacious site, it has always inspired artists and challenges. It is the stage for numerous events of international significance (light shows, the Tower's centenary, the Year 2000 pyrotechnic show, repainting campaigns, sparkling lights, the blue Tower to mark France's Presidency of the European Union or the multicoloured Tower for its 120th birthday, unusual fixtures, such as an ice rink, a garden etc.).

Le Bon Marché Rive Gauche was the first department store in the world. It opened in 1852 in Paris at the instigation of Aristide Boucicaut and his wife Marguerite. They were both in favor of "a new kind of store that would thrill all the senses". Combining unconventionality and elegance, this unique space designed by the architect Louis-Charles Boileau and the engineer Gustave Eiffel (him again!) displayed a singular style influenced by the creative vitality of Paris's Rive Gauche. Original creations and limited editions stood alongside a selection of the most beautiful objects from all over the world. Women's, men's and children's fashion, accessories, tableware and design, but also cultural exhibitions, furniture collections and contemporary works of art filled the space and generated surprise. Here, as in the beginning, discovery and amazement are the foundations of a way of life that transforms shopping into an art de vivre.

### Tuesday – Le Bon Marché



In 2012 Le Bon Marché Rive Gauche embarked on an incredible interior renovation project, thus reaffirming its resolute choices: a refined selection of brands and the creation of new tailor-made spaces. In the main building, the watches, accessories and men's fashion departments, as well as the La Grande Épicerie wine cellar, were transformed. In the secondary building, La Grande Épicerie de Paris now welcomes visitors in an entirely revamped space. Thanks to a double escalator that echoes the one in the main store, visitors can access a new space dedicated to the home that has been conceived as a 'Parisian loft' filled with light. In 2015, Le Bon Marché Rive Gauche will open its new shoe department and begin the redesign of its ladies' fashion department.

## Wednesday – Station F



STATION F is the biggest startup campus in the world. Located in central Paris and backed by entrepreneur-investor Xavier Niel, the 34,000 sq meter building hosts an entire startup ecosystem under one roof.

At STATION F, you can find a startup zone with over 3,000 startup desks divided into 30+ different startup programs - including including a variety of partner programs and our own two Founders and Fighters Programs welcoming more than 200 startups. We also have numerous event spaces, offices for investors and tech companies, a makerspace, a coworking coffee-shop, La Felicita (a giant) restaurant, and more. Flatmates, a co-living extension for 600 entrepreneurs is also under construction 10 minutes away from STATION F and will open in 2019.

## Thursday or Friday – Musée du Louvre

Formerly a royal palace, the Louvre has embraced the history of France for eight centuries. Intended as a universal museum since its inception in 1793, its collections—among the finest in the world—span several thousands of years and a territory that extends from America to the confines of Asia. Divided among eight departments, these collections feature works admired throughout the globe, including the Mona Lisa, the Winged Victory of Samothrace, and the Venus de Milo. With nearly ten million visitors in 2012, the Louvre is the world's most visited museum.



The Louvre is universal both in terms of the wealth of its collections and the great diversity of its visitors. Of the nearly ten million people who visited the Louvre in 2012, 69 percent were of overseas origin, with 15 percent from the United States of America, 7 percent from China, and 6 percent from Brazil. To adapt to the diverse nature of this public, the Louvre continually strives for greater accessibility. To this end, its initiatives include the progressive widespread use of labeling in two or even three languages to describe the 38,000 artworks exhibited; the revamped numbering of exhibition rooms; the development of a new, more user-friendly floor plan; and the fostering of art education. In addition, the Louvre website ([www.louvre.fr/en](http://www.louvre.fr/en)) offers various visitor tips on planning a visit, gaining in-depth knowledge, and teaching art history to children.

## Contact information

In case you have any questions on Sorbonne Business School, your trip to Paris and if you are lost, you may get in touch with:

**Samuel Haddad**

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## 24/7 Emergency Numbers

- ☎ **112 European Emergency Number (Medical, Fire Rescue or Police)**
- ☎ 15 French Emergency Medical Service
- ☎ 17 French Police
- ☎ 18 French Fire Brigade

**Enjoy your stay!**