



International Exchange Program
IAE Paris-Sorbonne Business School
X
Garden City University
4th December 2022 – 10th December 2022

Brochure

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. Therefore 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 and more specifically to brand management. It shall give them an understanding the main principles of Marketing and make them discover how branding can create value for companies. The objective is to enable the students to develop skills in brand management.

Unit 1 – Introduction to branding

Monday December 5th – 9am to 12am – Room A3

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

Unit 2 – Luxury brands

Tuesday December 6th – 1pm to 4am – Room B2

France is the country of fashion *savoir-faire*, boasting a tremendous luxury industry culture with brands such as Louis Vuitton, Hermès, Chanel... You will develop skills in understanding and managing luxury brands.

Unit 3 – Brand activism

Wednesday December 7th – 9am to 12am – Room A3

Brands can add value by participating in social changes and debate. This unit will explore how to make your brand participate in this debate.

Unit 4 – Case study

Tuesday December 8th – 1pm to 4am – Room B2

You will have to go hunt for brands in Paris. You will exploit the results of the brand safari and apply the knowledge you have gained from the previous units.

Teaching Staff

Géraldine Michel – Professor



Professor and Director of Academic Research at IAE Paris-Sorbonne, 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.

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. He is a regular lecturer at IAE Paris-Sorbonne Business School since 2018.



Huu-Lam Luong – Lecturer



LUONG Huu-Lam is a PhD candidate at IAE Paris-Sorbonne. His research focuses on luxury brand management in the context of sustainable development. Lam has tremendous industry experience at a strategic level and holds the positions of Chief Marketing Officer, Chief Brand Officer, and Deputy CEO at Giovanni Group. His recent business ventures at Openasia group included Hermes, Cartier, and Patek Philippe.

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.



Visits

During the stay, students will enjoy several visits of several touristic landmarks such as the Eiffel Tower and the infamous Louvre Museum. They shall also visit several Parisian businesses among the leaders in their respective fields – *to be determined*.

Eiffel tower – Monday afternoon

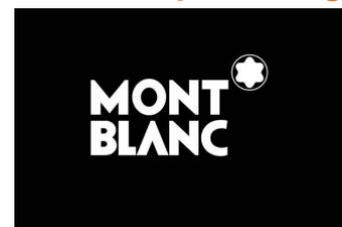


It's the most visited monument in the world. As France's symbol in the world, and the showcase of Paris, today it welcomes almost 7 million visitors a year (around 75% of whom are foreigners). The Eiffel Tower was built by Gustave Eiffel for the 1889 Exposition Universelle, which was to celebrate the 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.).

Mont Blanc – Tuesday morning

Montblanc is a German manufacturer and distributor of luxury goods, founded in Berlin in 1906, and currently based in Hamburg. The company is most known for its luxury pens and also designs and distributes bags, small leather goods, and watches. Since 1993, Montblanc has been part of the Swiss Richemont group.



Montblanc is most known for its luxury pens and also designs and distributes bags, small leather goods, and watches. In 2022, the company began collaborating with streetwear brand BAPE and lifestyle brand Maison Kitsuné to broaden its leather goods portfolio and attract a younger audience. CEO Nicolas Baretzki told Vogue Business in 2022 he believes leather goods will become one of the company's biggest categories, possibly even overtaking pens.

Montblanc makes several models of pens, with the Meisterstück (fountain pen) representing the cornerstone model. Each is slightly different, however Meisterstück models created after 1990 have a serial number located on the ring at the top of the clip, and under the clip is usually has "Pix" engraved. The barrels of pens made of black 'precious resin' will reveal a reddish hue under strong lighting; if the pen in question does not have these **attributes**, then it is possibly a fake.

Bon Marché – Thursday morning



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.

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.

Louvre – Friday afternoon

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.

Practical information

We have conceived a Google map that will enable you to get around the hotel's neighbourhood:

<http://bit.ly/MAPGCUIAE>

We have also pinned on the map several affordable restaurant places you can go to.

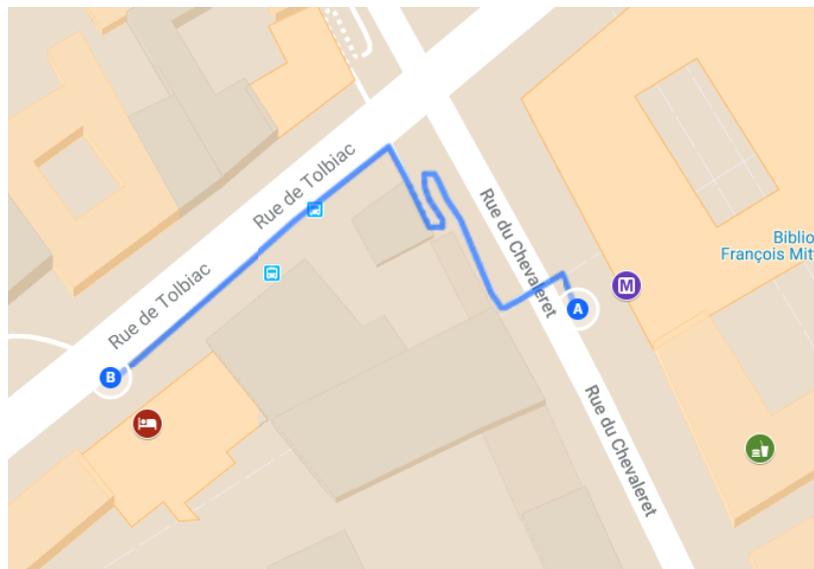
Getting to the Hotel

The hotel's address is the following:

Quality Hôtel & Suites Bercy Bibliothèque

15 rue de Tolbiac, 75013 Paris

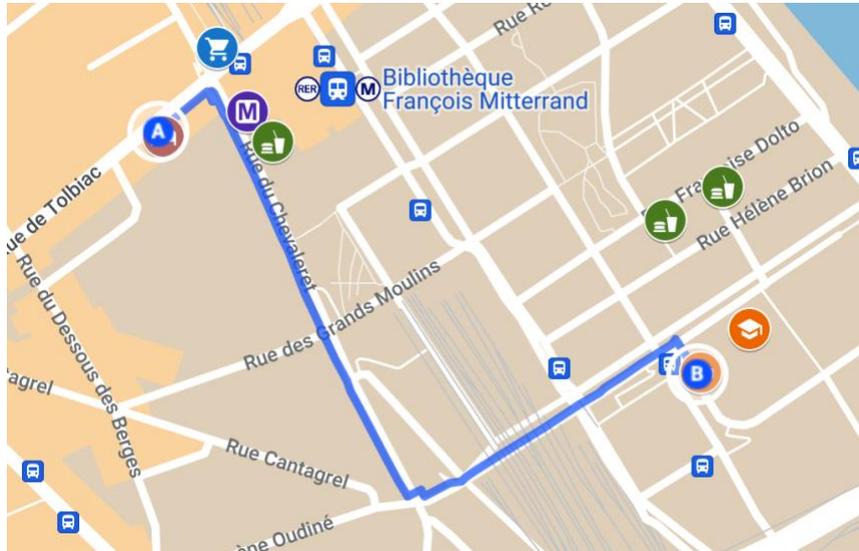
It is accessible via Metro L 14 and RER C – Station Bibliothèque François Mitterrand. Once you reach the metro station, take the exit 4 (rue du Chevaleret). Then turn right, go up the stairs to reach rue de Tolbiac. Then, go up the street until you arrive at the hotel.



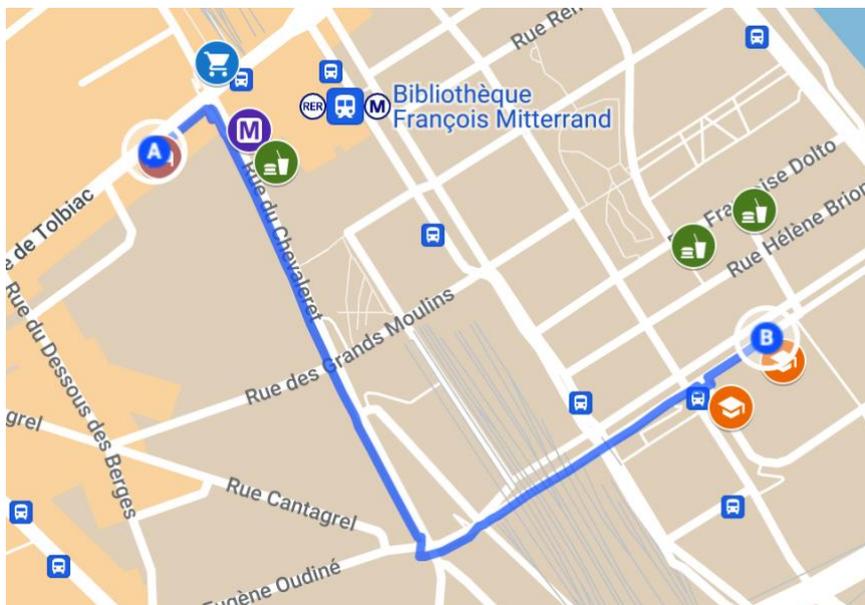
Getting to IAE from the Hotel

Sorbonne Business School is located at **8bis rue de la Crois-Jarry (Building A)** or and in the **Jardin Biopark located at 11 rue Watt (Building B)**.

Getting to Building A



Getting to Building B



WIFI

Spot: Université Paris1 | **Login:** GCB | **Password:** oodn2357

Brand Safari Guidelines



This seminar is an opportunity for you to both explore Paris and gain knowledge on Marketing and Brand management. Hence, we want you to embark on a brand safari across the city to familiarize with the city and to concretely apply the knowledge you have gained during the classes.

The traditional definition of a Safari is “an organized journey to look at, or sometimes hunt, wild animals, especially in Africa”. We have transposed this concept to the urban jungle that is Paris, and to brands instead of animals.

On the afternoon of Wednesday 7th December 2022, you will embark on a Brand Safari with several objectives regarding one preselected brand:

- 1) Gain knowledge on the brand’s consumers, activities, positioning, and target audience.
- 2) Gain knowledge on the brand’s identity.
- 3) Gain knowledge on the brand’s approach of luxury endeavours **or** gain knowledge on the brand’s activism.
- 4) Be able to produce critical comments on the brand and recommendations on how it can improve.

In traditional safaris, people needed to gain prior knowledge of the animals they were about to observe or hunt. Hence, we want you prior to the Brand Safari to **form 3 teams of 4-6 students each**, and to **select a French brand that operates within the luxury sector | in an activist fashion**.

You will also **plan the safari** and select **which spots are interesting to visit to gain critical knowledge on the said brand**.

You will then freely **explore Paris to collect information and evidence** of the brand’s activities. Evidence can consist of:

- On-site photographs or videos
- Written exploration reports and impression
- Formal or informal interviews with staff
- Information available on the Internet...

The next day, based on the information and the evidence you’ll have collected, you will have roughly two hours to assemble a 15-minute presentation on the 4 points presented above.