

TALENT MANAGEMENT & PERSONAL BRANDING
SPORT – ENTERTAINMENT & SELF MARKETING
SUMMER SCHOOL – June 2017

COORDINATOR	Lionel MALTESE
PROFESSORS	Aurélie FERSING
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OFFICE HOURS	Thursday 14:00 – 17:00

COURSE DELIVERABLE	DUE DATE	WEIGHT ON FINAL GRADE
Final Group Work 1 on Self Personal Branding (Individual)	Sessions 9-10	50 %
Final Group Work 1 on Talent / Personal Branding (Group)	Sessions 9-10	50 %

Kedge Business School and its professors, encourage you to use your Pro-Acts, company projects and internships as privileged opportunities to apply the reflections, theories, concepts and tools presented during this course

INTRODUCTION AND OBJECTIVES

Course Purpose & Objectives

The aim of the course is to provide students with an **adapted marketing perspective to implement a talent and personal branding strategy**

Marketing theories, actual examples and study cases will provide the necessary foundation for understanding these specific contexts and applying an adapted marketing approach including self-marketing on personal student brand.

At the end of this course, students should be able to:

- Identify specific contexts linking to talent market (sport, Entertainment, Politics, Business...)
- Understand and anticipate impacts of these contexts idiosyncrasies to implement adapted marketing strategies on promoting a personal brand
- Solve specific marketing issues taking into account variables related to the context exchange.
- Improving marketing 3.0 strategy based on emotional appeal and reputation management

Courses contribution to Summer School objectives

KM5: Demonstrate critical thinking and the Ability to Perform in a Culturally Diverse Environment

KM6. Develop, and practice, a sense for innovation, entrepreneurship and creativity

KM8: Provide Value to the Business Community in a chosen Area of Specialization

Course description

Talent, Brand, Personal Branding, Reputation, E-Reputation, Communication, Music/ Sport/ Entertainment Industry/ Hedonic Consumption/ Experiential Paradigm/ Fans Experience / Public Relations, Sponsorship Activations / Social Media / Hospitality Marketing & Servicing

COURSE MATERIAL

All the necessary slides, links, instructions, tasks and exercises will be found on the website of the course : lionelmaltese.fr

SUPPLEMENTARY READINGS**References (to be completed - Majority of these articles are available on EBSCO – Business Source Complete)**

FOMBRUN, Charles J., VAN RIEL, Cees B. M., “The Reputational Landscape”, *Corporate Reputation Review*, 1 : 1-2, pp. 5-13, 1997.

Maltese, Lionel and Prevot, Frédéric, “Importing Sport Organisation Reputation in China : the Case of Olympique Lyonnais Football Club”, *Reputation Institute's 12th International Conference on Corporate Reputation, Brand, Identity and Competitiveness*, Beijing, 26 May - 1 Jun 2008.

MCCORMACK M. (1984), WHAT THEY DON'T TEACH YOU AT HARVARD BUSINESS SCHOOL, BANTAM BOOKS, NEW YORK.

Andrusia, D. & Haskins, R. (2000) *Brand Yourself: How to create an identity for a brilliant career* (New York, NY: Ballantine Books).

Azoulay, A. & Kapperer, J. (2003) “Do brand personality scales really measure brand personality?”, *Brand Management*, 11(2), pp.143-155.

Gamson, J. (1994) *Claims to Fame: Celebrity in Contemporary America* (Berkeley, CA: University of California Press).

Goffman, E. (1956) *The Presentation of Self in Everyday Life* (New York, NY: Doubleday).

Graham, S. (2001) *Build your own Life Brand: A powerful strategy to maximize your potential and enhance your value for ultimate achievement* (Fort Detroit, MI: Free Press).

Haig, M. (2003) *Brand Failures: The truth about the 100 biggest branding mistakes of all time* (London: Kogan Page).

Kotler, P. (1982) *Marketing for Nonprofit Organizations*, 2nd edition (Englewood Cliffs, NJ: Prentice-Hall).

McNally, D. & Speak, K. (2002) *Be Your Own Brand: A breakthrough formula for standing out from the crowd* (San Francisco, CA: Berrett-Koehler Pub.).

Montoya, P. & Vandehey, T. (2003) *The Brand Called You: The ultimate brand-building and business development handbook to transform anyone into an indispensable personal brand* (Santa Ana, CA: Personal Branding Press).

Montoya, P., & Vandehey, T. & Viti, P. (2002) *The Branding Phenomenon* (Santa Ana, CA: Peter Montoya).

Peters, T. (1999) *The Brand You 50: or: Fifty ways to transform yourself from an ‘employee’ into a brand that shouts distinction, commitment, and passion!* (New York, NY: Knopf).

Peters, T. (1997) "The brand called you", *FastCompany*, 10, pp.83-87.

Rein, I. J., Kotler, P., Stoller, M. & Rein, I. (1997) *High Visibility: The making and marketing of professionals and celebrities* (Columbus, OH: McGraw-Hill).

Roffer, R. F. (2002) *Make a Name for Yourself: Eight steps every woman needs to create a personal brand strategy for success* (New York, NY: Broadway).

Shepherd, I. D. H. (2005) "Self marketing and personal branding in the marketing curriculum", Working Paper of the Academy of Marketing Conference, Dublin 2005.

Spillane, M. (2000) *Branding Yourself: How to look, sound and behave your way to success* (Basingstoke, England: Pan).

Brown, A. (2002). Brand yourself. *Black Enterprise*, 32, 74. Retrieved from <http://www.blackenterprise.com/mag/brand-yourself/>

Labrecque, L. (2010). Online personal branding: Processes, challenges, and implications. *Journal of Interactive Marketing*, 25, 37-50.

Lair, D. J., Sullivan, K., & Cheney, G. (2005). MARKETIZATION AND THE RECASTING OF THE PROFESSIONAL SELF: The rhetoric and ethics of personal branding. *Management Communication Quarterly* : McQ, 18(3), 307-343.

Vitberg, A. K. (2009). Analog vs. digital personal branding-A new twist on personal marketing plans. *CPA Practice Management Forum*, 5(11), 10-13,19. Retrieved on February 11, 2014.

COURSE CONTENTS AND TIMETABLE

The following table presents the 'typical' agenda for each session. The order of the studied topic as well as the time allowed for each topic may vary according to the needs and background of the participants.

SESSIONS	TOPIC	PRELIMINARY READING(S AND ASSIGNMENTS	ADDITIONAL READING(S) AND ASSIGNMENTS
1	<p>Introduction to Talent Strategic Management</p> <p>Prof. L. Maltese</p> <p>Details about the group project, set up subgroups, etc.</p>		<p>The Personal Branding Phenomenon</p> <p>By Peter Montoya (2002)</p>
2	<p>Personal Branding and Reputation Management</p> <p><i>The Competency Perspective</i></p> <p>Prof. L. Maltese</p>		<p>Maltese, Lionel, Prévot, Frédéric and Pons Frank (2015), Managing e-reputation and key stakeholders in the context of sport expressive organizations, <i>International Studies of Management and Organization (ISMO 2015) – Special Issue</i></p>
3	<p>Workshop 1</p> <p><i>Talent Personal Branding and commercial activations</i></p> <p>Prof. L. Maltese</p>	<p>Case Studies</p> <p>Jo Tsonga, Ben Harper...</p>	<p>Branding athletes: Exploration and conceptualization of athlete brand image. Akiko Arai, Yong Jae Ko and Stephen Ross. <i>Sport Management Review</i>, 2014.</p>

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4	Workshop 2 Self marketing and personal branding. Prof. L. Maltese		From cattle and Coke to Charlie: meeting the challenge of self marketing and personal branding. Journal: Journal of Marketing Management 2005
5	Student Presentation With video recording		
6	Personal Branding and Talent Communication Plan By A. Fersing		McNally, D. & Speak, K. (2002) Be Your Own Brand: A breakthrough formula for standing out from the crowd (San Fransisco, CA: Berrett-Koehler Pub.).
7 10/03/2016 Morning	Workshop 3 : Talent Communication and value creation By A. Fersing		
8 10/03/2016 Afternoon	Talent marketing and Endorsement By A. Fersing		Lessons from the rich and famous: A cross-cultural comparison of celebrity endorsement in advertising. Journal of Advertising, 34(2), 85–98. 14. Roll, M. (2006).
9	Workshop 4 : Endorsement strategy for		

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11/03/2016 Morning	companies By A. Fersing		
10 11/03/2016 Afternoon	Group Work Final Presentations Aur�lie Fersing		

TEACHING APPROACH/ INSTRUCTIONAL METHODS

A Word of Advice

Students are advised to carefully prepare each session in order to be able to discuss and acquire the required competences.

Organization of the sessions

Professors present the session's material and provide in-depth and practical explanation of the main concepts of the course content presented here above.

At the end of each session, subgroups of students work on their group project and are supervised by their professors.

Group work

During the first session, students are assigned to subgroups by professors, on a random basis. Subgroups of five members (eventually 4-6) are assigned.

Group work content and objectives will be explained during the first session.

EVALUATION OF STUDENT PERFORMANCE

DELIVERABLE	%
Group Work on Self Personal Branding by Lionel Maltese (evaluation by Aurelie Fersing)	50
Group Work on Free Choice of Talent / Personal Branding by Aurelie Fersing (evaluation by Lionel Maltese)	50

Methods Used to Evaluate Student Performance**Collective assessment – Group Work (2*50 %)***Criteria of evaluation*

Section	Marks	Criteria
Relevance and Justification of the Problem	5	Identification of a clear and relevant issue on brand and personal analysis
Sensemaking marketing proposition	10	Presentation of a creative solution with justifications using marketing tools (reputation management, communication plan, activation, endorsement...)
Format originality	5	Capacity to present your work in an original way (and catch your audience attention !)

BIOGRAPHY

Lionel Maltese



Ph.D in Management Science, IAE Aix-en-Provence, Aix Marseille University (2004)

Associate Professor Kedge Business School, Teaching and Research Sport Event Management and Marketing since 2006.

Assistant Professor (Maître de Conférences), Aix Marseille University – IUT Marseille. Teaching in Strategic Management and Organization Behavior. Head of Professional Bachelor in New Technologies of Information and Communication since 2005 and DUT GEA2.

His research focus on strategic management and resource-based approaches, reputation management, sponsorship activation, event management, sport marketing and management.


Consulting Expert for French tennis ATP tournaments (Open13 Marseille – Open Nice Côte d'Azur - BNP Paribas Masters Paris FFT – WTA Bussels Open) :

- Event Organization
- Strategic Assets Management and planning
- Entertainment & New Technologies Management
- Ticketing strategy and hospitality management
- Sponsorship activations
- Cause Related Marketing

Consulting expert for PSG (Fan Experience Marketing Strategy), Olympic of Marseille (Business Marketing Assets) and BNP Paribas (Hospitality Business Marketing)

Website : lionelmaltese.fr

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<p>Aur�lie Fersing</p> <p>Msc Sport Event Management Kedge Business School 2006- 2007</p>	<p>Phone: 0033786984401</p> <p>E-mail a.fersing@open13.org</p> 	<p>Marketing and Business Operations manager Pampelonne Organisation</p> <p>Expert in Event Management, Marketing and Personal Branding</p>	<p>-Coordination / Business Development -Marketing, Communication, Public Relations, Media & Partnerships Management -Open 13 de Marseille, ATP 250 tournament -Open de Nice C�te d'Azur, ATP 250 tournament</p> <p>-Event Coordination -Promotion Manager -WTA Brussels Open, WTA 500 tournament -Challenge South Concept (European urban dances contest) -Grupo Santa Monica Sports/World Sailing Management (Spain) -Audi MedCup</p> <p>-Stadium Manager, Marketing -UEFA EURO 2016 – Stadium Manager Carlsberg Brand – Velodrome Stadium, Marseille</p> <p>-Key account manager -Public relations, Media relation, Communication -Soccer club – 2nd league - FC Istres Ouest Provence – Istres -French Judo Championships organized by the PACA League and FFJDA</p>
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ACADEMIC FRAUD

Definition

Academic fraud is a breach of ethics.

“Is achieved using unfair means or deception, to obtain material or undue moral advantage, or with the intent to avoid the enforcement of laws”. (Translated from the original source: Dictionnaire Juridique des Lois, 2010, available at: www.dictionnaire-juridique.com/definition/fraude/php)

Plagiarism consists of attributing authorship by (partial or total) copying, imitation or misappropriation.

The act of fraud is committed by one or more students/participants when they:

- appropriate written or oral work to themselves when they are not the author (in whole or in part) of the work, by omitting any references or quotations to the author or to the owner of the work;
- present any data that has been falsified or invented in any way;
- use the identity of the author, attributing the contents of and/or a resource to him/her, but without explicitly mentioning that they are not the author;
- appropriate the creative work of someone else and present it as their own;
- acquire exerts of texts, images, results etc. from external sources by including them in their own work without mentioning the origins of the exerts;
- summarise the original idea of an author by expressing it in their own words but omit quoting the source;
- cheat in an academic evaluation.

Plagiarism can occur in:

- an academic article or book;
- an exercise or a case study;
- a study or a report;
- a dissertation or a thesis;
- any document of which the student/participant is not, but purports to be the author.

Sanctions

Any student/participant having committed academic fraud, or having participated in it, will be sanctioned by the professor in charge of the course. The professor can apply 1st and 2nd level sanctions (detailed below). The professor will send a copy of the sanction to the student's/participant's programme. The student/participant will be informed/and or convoked by the programme director (or his/her representative) to a hearing prior to the possible convening of the Kedge Business School Disciplinary Council. In the case of a hearing of the Disciplinary Council, they can decide to apply 3rd and 4th level of sanctions.

Any student/participant guilty of academic fraud will receive one of the following sanctions:

- Applied by the professor in charge of the course, Kedge Business School faculty member (1st and 2nd level):
 - A grade of zero for the work concerned and a formal warning;
 - A grade of zero for the course or module concerned and a formal warning.
- Applied by Kedge Business School's Disciplinary Council (3rd and 4th level):
 - Suspension from the programme for one or two semesters;
 - Exclusion from the programme.

N.B.: Plagiarism within a partner institution can result in these sanctions being applied by Kedge Business School, notwithstanding partner's decision.