

**TALENT MANAGEMENT & PERSONAL BRANDING**

**Kedge Summer School 2018**

**Course Code: SUM-XX-HRM-01-E-L-MRS**

<b>COORDINATOR</b>	Lionel MALTESE
<b>PROFESSORS</b>	Lionel MALTESE & Jean-Philippe Danglade
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<b>OFFICE HOURS</b>	Thursday 14:00 – 17:00
<b>CLASSROOM(S)</b>	TBD
<b>COURSE HOURS</b>	See Campus Virtuel

<b>COURSE DELIVERABLE</b>	<b>DUE DATE</b>	<b>WEIGHT ON FINAL GRADE</b>
Individual Contributions to Course Discussions and Assignments (Individual)	Throughout the Course	60 %
Final Group Work on Talent / Personal & Self Personal Branding (Group)	Session 8	40 %

## 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 case studies will provide the necessary foundation for understanding these specific contexts and applying an adapted marketing approach, including self-marketing, on a student's personal brand.

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

- Identify specific contexts linked to the marketing of Talent (Sport, Entertainment, Politics, Business...)
- Understand and anticipate the impacts of these contexts & idiosyncrasies to implement adapted marketing strategies for promoting one's personal brand
- Solve specific marketing issues taking into account variables related to the context and medium of exchange.
- Improve their 'Marketing 3.0' strategy based on emotional appeal and reputation management

### *Course 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: [www.lionelmaltese.fr](http://www.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.

Session	Date	Time	Classroom	Topic	Professor
1	02/07/2018	10:00 - 13:00	A 418	<b>Introduction to Talent Strategic Management;</b> Details about the group project, set up subgroups, etc.	Prof. L. Maltese
2	03/07/2018	9:00 - 12:00	A 418	<b>Celebrity marketing; <i>The Endorsement 1/2</i></b>	Prof. JP. Danglade
3	04/07/2018	9:00 - 12:00	A 418	<b>Workshop 1; <i>Talent Personal Branding and commercial activations (individual coaching)</i></b>	Prof. L. Maltese
4	05/07/2018	9:30 - 12:30	A 418	<b>Personal Branding and Talent Communication</b>	Prof. L. Maltese
5	09/07/2018	9:00 - 12:00	A 418	<b>Celebrity marketing; <i>The Endorsement 1/2</i></b>	Prof. JP. Danglade
6	10/07/2018	9:00 - 12:00	A 418	<b>Celebrity marketing; <i>Branding the "marquee" people How to fit with you ?</i></b>	Prof. JP. Danglade
7	11/07/2018	9:00 - 12:00	A 418	<b>Workshop 4;</b> Self marketing and personal branding. ( <i>individual coaching</i> )	Prof. L. Maltese
8	12/07/2018	9:30 - 12:30	A 418	<b>Group Work - Final Presentations</b>	Prof L. Maltese

## 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	WEIGHT ON FINAL GRADE
Individual Contributions to Course Discussions and Assignments (Individual)	60%
Group Work on Free Choice of Talent / Personal Branding by JP Danglede (evaluation by Lionel Maltese) Self Personal Branding by Lionel Maltese	40%

### *Methods Used to Evaluate Student Performance*

#### **Collective assessment – Group Work (2\*50 %)**

*The Individual Grade will be based on the Professors' evaluation of the students during the 2 week course during both collective course lecture as well as monitored break-out sessions. Individual Performance will be measured using the following matrix: (N°1 – poids 10) Demonstrated Insights into course content and ability to contextualize across diverse settings/scenarios? (N°2 – poids 5) Logical and coherent expression of ideas and contribution to overall course dynamic. (N°3 – poids 5) Originality and creative insights into course content and its application.”*

#### *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!)

## PROFESSOR BIOGRAPHIES

### Lionel Maltese



Professor Lionel Maltese holds a PhD in Management Science from IAE Aix-en-Provence, Aix Marseille University (2004). He has been an Associate Professor at Kedge Business School, teaching and conducting research in Sport Event Management and Marketing since 2006.

He is also an Assistant Professor (Maître de Conférences) at Aix Marseille University – IUT Marseille, teaching in Strategic Management and Organizational Behaviour. He has been Head of the Professional Bachelor in New Technologies of Information and Communication since 2005 and DUT GEA2.

His research focus is on Strategic Management and resource-based approaches, Reputation Management, Sponsorship Activation, Event Management, Sport Marketing and Management.

He is a consulting expert for BNP Paribas (Hospitality Business Marketing), and for French tennis ATP tournaments (Open13 Marseille – Open parc Auvergne Rhône Alpes – Lyon - Open Nice Côte d’Azur - BNP Paribas Masters Paris FFT – WTA Bussels Open), advising on issues including:

- Event Organization
- Strategic Asset Management and Planning
- Entertainment & New Technologies Management
- Ticketing Strategy and Hospitality Management
- Sponsorship activations
- Cause Related Marketing

He has also worked as a Consulting expert for the professional football clubs, PSG, working on the Fan Experience and Marketing Strategy, and Olympic of Marseille, working on Business Marketing Assets.

Since February 2017, Lionel Maltese is member of the Executive Committee FFT – Roland Garros in charge of Economic Development

Website: [lionelmaltese.fr](http://lionelmaltese.fr)





## **Jean-Philippe DANGLADE**

Dr Danglade is Assistant Professor of Marketing at Kedge Business School (Marseille, France). He earned a Master in Political Sciences (Sciences Po Aix-en-Provence), a Specialized Master in Sports Management (Kedge Business School, Marseille) and a Phd in marketing from University Paul Cézanne (Aix-en-Provence, France).

Before his academic career, Jean-Philippe worked for several sports companies including Dunlop Sports and Décathlon. While completing his Phd he also conducted consultancy activities for sports organizations including Olympique de Marseille and Open 13.

His research interests include branding strategies, CSR strategies and entertainment marketing. He is particularly interested in how brands communicate through emotional, entertaining objects such as sport, cinema or personalities. His research has appeared in such publications as the *Revue Française du Marketing* or *Revue Sciences de Gestion* and he has presented papers at more than 10 international conferences. He has also contributed to several books (Sport&CSR, Managing Services Innovations, and Watch Ambassadors) and published *Marketing des célébrités* (2013, Dunod ed., Paris).

Jean-Philippe is also head of the Marketing department at Kedge Business School.

## **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](http://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 excerpts of texts, images, results etc. from external sources by including them in their own work without mentioning the origins of the excerpts;
- 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 1<sup>st</sup> and 2<sup>nd</sup> 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 3<sup>rd</sup> and 4<sup>th</sup> 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 (1<sup>st</sup> and 2<sup>nd</sup> 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 (3<sup>rd</sup> and 4<sup>th</sup> 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.