



Course program and reading list

Semester 1 Year 2024

School: Arison School of Business B.A

Brandstrom Of Loreal

Lecturer:

Dr. Danna Tevet dtevet@runi.ac.il

Teaching Assistant:

Ms. Elysa Cohen Solal elisa.cohensolal@post.runi.ac.il

Course No.:	Course Type :	Weekly Hours :	Credit:
839	Seminar	2	2

Course Requirements :	Group Code :	Language:
Final Paper	241083901	Hebrew

Prerequisites

Prerequisite:

43 - Principles Of Marketing Management **OR** 2346 - Marketing in a changing world



Course Description

- This seminar is part of a unique and exclusive collaboration between Reichman University and L'Oreal Israel, started in 2005.
- L'ORÉAL BRANDSTORM is an international marketing and innovation competition. During the seminar, students conduct a market analysis and develop marketing digital and creative strategies L'Oreal.

- The aim of the Competition is to offer participants an experience and the opportunity to innovate within the beauty industry. This project is a part of the L'ORÉAL international human resources communication and recruitment strategy. It aims to enhance participants' entrepreneurial skills and creativity skills.
- In addition, students will:
 - Learn to work efficiently as a **team**
 - Be a part of an **international experience** and challenge themselves with a real **L'Oréal business case**
 - Be coached by **L'Oréal experts** on how to go beyond with their innovation
 - **Get certified** with Brandstorm and add it to their CV
 - Get chance to go on a **3-month Intrapreneurship mission** at L'Oréal's Headquarters (all expenses covered)

The RUNI team that wins the local finals will participate in the national (Israeli) final.

The winning National team will represent L'Oreal Israel in the International Final competition on June 2024 in London!

L'Oréal Brandstorm 2024 Tentative Schedule

Date	Session details	Comments
20/12/23	Opening Session – the Brandstorm 2024 Competition, Brief (Elysa)(Goni)	Create your 3-member group Homework PR1
27/12/23	Guidelines for Mission, Online Registration L'oreal innovation (Elysa)	
3/1/24	Group presentations 1: Technology in Salons, Hairdresser's Perspective, Professional haircare products and styling, Customer Journey & Experience, Product Manufacturing, Styling Trends & Techniques	While presenting think of main pain points
10/1/24	Group meetings – idea screening	While presenting think of main pain points
17/1/24	Group meetings – idea development	
24/1/24	Group meetings + Guidelines for RU final	

31/1/24	Group meetings + draft presentations	
7/2/24	Group meetings + draft presentations	
14/2/24	Group meetings –presentations & speaker notes	
21/2/24	Group meetings –presentations & speaker notes	
TBD	Dry run for final	After the end of the semester
TBD	Campus final	After the end of the semester



Course Goals

- Learn to work efficiently as a **team**
- Be a part of an **international experience** and challenge themselves with a real **L'Oréal business case**
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- Students work in **groups of three**. Students have to work independently on the project, while attending all class meetings and all L'Oreal visits, and updating the instructor and TA on a regular basis on their progress.
- A detailed schedule is enclosed; **you have to attend all meetings!**
- The final grade is based on your presentations, final written report, and the effort and seriousness you exhibit throughout the semester.
- You have to carefully read all materials in <https://brandstorm.loreal.com/en> using your team's name and password to login. Materials include case study, judging criteria, and all the resource pack. It is highly recommended to read the frequently asked questions (FAQ) section, and you can post questions.



Grading

- Course grading:

- 50% written report
 - 50% group presentations
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Tutor Office Hours

By appointment



Teaching Assistant

By appointment



Reading List

Reading materials will be recommended according to the marketing brief.