



SELF PROGRAM

2026/2027

Pitching and Branding My Project

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Course information

Number of credits: 6 credits

Contact hours: 30 hours

Hours taught per week: 3 hours

Teaching period: Fall Semester 2026

Course description

This course aims to develop students' ability to design, structure, and communicate a coherent and differentiated project or business through a strategic branding approach.

It focuses on the development of **analytical, strategic, and communication skills**, enabling students to transform a project idea into a clear value proposition supported by structured market analysis and positioning.

The course adopts a **decision-oriented perspective**, emphasizing the justification of strategic choices rather than operational or technical execution. It culminates in the delivery of a structured and persuasive pitch addressed to professional or investor audiences.

The pedagogical framework follows a structured marketing logic including market analysis, segmentation, positioning, value proposition, and communication strategy.

Course outline

Session 1: Branding as a Strategic Asset

- Definition and role of branding in value creation
- Branding as a strategic decision-making tool
- Brand identity vs. brand perception

Session 2: Market Understanding

- Market structure and dynamics
- Identification of trends and environmental factors
- Sources of strategic information

Session 3: Strategic Market Analysis

- PESTEL analysis
- Porter's Five Forces
- SWOT analysis
- Identification of opportunities and risks – Blue/Red ocean strategy

Session 4: Consumer and Decision Logic

- Needs, motivations, and constraints
- Perception and behavioral influences
- Decision-making mechanisms and biases

Session 5: Segmentation and Targeting

- Segmentation criteria and methods
- Strategic targeting and prioritization
- Customer profiles and personas

Session 6: Positioning and Differentiation

- Competitive positioning
- Points of parity and differentiation
- Value proposition development

Session 7: Designing the Offer

- Offer definition and structure
- Strategic coherence between product, price, and distribution
- Perceived value creation

Session 8: Brand Coherence and Experience (Art direction)

- Brand consistency across touchpoints
- Customer experience and perception
- Loyalty and long-term value

Session 9: Communication Strategy (Strategic Level)

- Communication objectives
- Key messages and storytelling
- Alignment between positioning and communication

Session 10: Pitching and Final Presentations

- Structure of a professional pitch
- Argumentation and storytelling techniques
- Final group presentations

Prerequisites

- ✓ Basic knowledge of marketing and business management principles
- ✓ Ability to work collaboratively
- ✓ Interest in project development and strategic thinking

Course objectives

Upon successful completion of the course, students will be able to:

C1 – Strategic Analysis

- Conduct a structured analysis of a market environment using appropriate strategic tools (PESTEL, competitive analysis, SWOT)
- Identify opportunities and risks to support strategic decision-making

C2 – Segmentation and Targeting

- Define relevant market segments and prioritize strategic targets based on business objectives
- Develop customer profiles and justify targeting decisions

C3 – Positioning and Value Proposition

- Formulate a clear, differentiated, and coherent value proposition
- Position a project or brand within a competitive environment

C4 – Offer Design and art direction

- Design a coherent offer integrating product/service characteristics, perceived value, and strategic alignment
- Ensure consistency between target, positioning, and offer

C5 – Communication Strategy

- Define key communication messages and art direction aligned with positioning and objectives
- Structure a communication approach adapted to target audiences (strategic level)

C6 – Professional Pitching and Argumentation

- Structure and deliver a persuasive and coherent pitch
- Justify strategic decisions in a professional and critical manner

C7 – Teamwork and Project Management

- Work effectively in teams to develop a structured project
- Organize and present collective deliverables within defined constraints

Pedagogical Objectives

- Enable students to structure and formalize a strategic project
- Develop their ability to make and justify strategic decisions
- Strengthen their capacity to communicate ideas effectively
- Prepare them for professional contexts (consulting, entrepreneurship, management)

Assessment

Continuous Assessment

- **Individual Assessment – 50%**
 - Individual analysis and participation
 - Short written or oral assignments
 - Ability to justify strategic decisions
- **Group Assessment – 50%**
 - Development of a comprehensive strategic project
 - Final pitch presentation (oral)
 - Quality, coherence, and relevance of recommendations

Attendance

In order to participate, students must be present. Nevertheless, a maximum of 2 (two) unexcused absences will be allowed; otherwise, no mark will be given. An unexcused absence at a test (final test or continuous assessment) means no credits for the course.

Bibliography

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Branding, Positioning, and Brand Equity

- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Pearson.
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- Osterwalder, A., Pigneur, Y. (2010). *Business Model Generation*. Wiley.
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Art Direction, Brand Experience, and Design Thinking

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- Brown, T. (2019). *Change by Design: How Design Thinking Creates New Alternatives for Business and Society* (Revised Edition). Harper Business.
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- Duarte, N. (2019). *DataStory: Explain Data and Inspire Action Through Story*. Ideapress Publishing.
- Cialdini, R. B. (2021). *Influence: The Psychology of Persuasion* (New and Expanded Edition). Harper Business.