Course program and reading list

Semester 1 Year 2023

School: Arison School of Business B.A

Brandstrom Of L'oreal

Lecturer:

Dr. Talia Rymon  rymont@runi.ac.il

Teaching Assistant:

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

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

Course Requirements:

Final Paper  Group Code: 231083901  Language: 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.

The 2023 edition of Brandstorm focuses on reinventing consumer engagement and
creating virtual experiences.

**The competition consists of 5 stages:**

1. Group formation & Online registration
2. Local (RUNI) final
3. Israeli final
4. Global Semi-Final
5. Global final in Paris

- The RUNI team that wins the local finals will participate in the national (Israeli) final.
- The winning National team will represent L’Oreal Israel at the semi-finals, and if advances, will travel to the International Final competition on June 2023 in Paris!

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**Course Goals**

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. During the seminar, students conduct market and consumer analyses and develop marketing, digital and creative strategies for L’Oreal.

In addition, students will:

- Experience a real business case
- Develop skills and competencies to leverage employability
- Learn to work efficiently as a team
- Stay in touch with recruiters

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**Grading**

Students work in **groups of three**. Students have to work independently on the project, while attending all class meetings, all office hours and all L’Oreal visits, and updating the instructor and TA on a regular basis on their progress.

A detailed schedule will be published on the first class meeting: **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.

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**Lecturer Office Hours**

By appointment.
Tutor Office Hours
By appointment.

Teaching Assistant
Elysa Cohen Solal
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Reading List
You have to register to the competition and carefully read all materials in https://brandstorm.loreall.com/en using your team name and password to login. Materials include case study, judging criteria, and all the resource pack content including research studies and relevant reading materials. It is highly recommended to read the frequently asked questions (FAQ) section, and you can post questions as well. Please note official registration starts November 28th.