

**BUILDING
CANADA'S
BEST
BUSINESS
SCHOOL**

Annual Report
of the Laurier Chair in Brand Communication
to Marketing Communications Education Trust

July 1, 2014 to June 30, 2015



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Highlights of the Year (2014-2015) by Dr. Brad Davis Laurier Chair in Brand Communication

Laurier's Marketing and Brand Communication programs are among Canada's leading providers of talent to the management teams of established brands across the country. Our success in developing these programs at Laurier has resulted in outstanding student enrolment and alumni success.

Brand Communication Management and Marketing Communication courses are the most popular electives in Laurier's Marketing Area. This year, for the fifth consecutive year, over 200 students took the core courses for the Brand Communication concentration – 90 percent of all marketing students.

The past year also held a number of exceptional competition achievements by our students. This fall, SBE is looking forward to the challenge of hosting the first Canadian AC Nielsen Case Competition.

LinkedIn reinforced Laurier's growing international reputation with two wonderful reports that demonstrate both the skill and character of our students. (*right*)

AdHawk Laurier, the student-run advertising club and agency organized out of Laurier, completed its first year and was named "Laurier Student Club of the Year" for 2014-15.

Andy Macaulay (BBA '80), Managing Partner at Rethink and Partner at Metapurpose, was named Laurier Alumnus of the Year. Mr. Macaulay was also inducted into the Marketing Legends Hall of Fame in the "Enabler" category this year. Last year, in a project spearheaded by Mr. Macaulay, we developed a definition of what our School provides: *An immersive education that produces adaptive graduates primed to succeed in a world of ever-increasing complexity.*

Nestlé President and CEO Shelley Martin (BBA '85) was named one of SBE's CEOs-in-Residence for 2015. Ms. Martin succeeds Aidan Tracey (BBA '91), CEO of SGS International, who held the position in January 2015.

WINNING AROUND THE WORLD!

- **"School of the Year"** at the prestigious 2015 Jeux de Commerce Central business competition – **for the sixth consecutive year** and **four-time winner of the prized Academic Cup**
- **2015, 2014 and 2011 champions at Aspen Institute's International MBA Case Competition**, *beating out 1,000 other MBA students and 25 other business schools, including Kellogg, Schulich, and the London Business School*
- **First place in Canada's 2014 Business Model Competition**, *defeating 17 teams from across the nation and placing in the world's top 40 business schools in the international competition*
- **Winner of the 2014 Montreal Stock Exchange Options Trading Simulation Competition**, *with a fourth-year Laurier BBA student creating a return of 424% and defeating participants from 1,200 teams from 28 Canadian universities*

When it comes to landing a desirable job after graduation, LinkedIn recently ranked 30 Canadian universities. SBE dominated in 5 categories.

- #2 for Marketers**
- #3 for Investment Bankers**
- #4 for Finance Professionals**
- #5 for MBA Marketers**
- #6 for Accounting Professionals**

WORLD'S TOP VOLUNTEER SCHOOL

LinkedIn recently surveyed 10 million members worldwide who reported volunteering or supporting causes they believe in. **Laurier emerged as the top school in the world for alumni and students who give back!**

- 80% of SBE students volunteer on campus or in the community – **twice the national average**

At that time, Mr. Tracey also met with members of the Brand Communications teaching team to establish a Fellowship in Experiential Marketing and assist us in building content into several courses.

Recently, one of the most important developments in the history of the School of Business & Economics (SBE) occurred when Mike Lazaridis, managing partner and co-founder of the Quantum Valley Investment Fund and BlackBerry co-founder, announced a \$15 million investment towards the creation of the Lazaridis Institute for the Management of Technology Enterprises, and another \$5 million toward the construction of the Global Innovation Exchange. The provincial government added \$15 million to support the new Lazaridis Institute. SBE's Marketing and Brand Communication program will play a key role in fulfilling the mandate of the Lazaridis Institute.

This was truly a remarkable year for SBE, the Marketing Area and the Brand Communication program. As always, I will be happy to elaborate on any aspect of the overview and would welcome any ideas or input from our practitioner partners.

With many thanks for your continued support,

Dr. Brad Davis, Associate Professor, Marketing
Laurier Chair in Brand Communication

More on our highlights

The following material is an expansion on the activities in Brand Communication and the exciting opportunities ahead. For your convenience, these highlights have been loosely grouped under the reporting requirements of MCET's gift agreement with Laurier. Of course, most of our work has highly integrated aspects of teaching, research and outreach.

ESTABLISH THE CHAIR AND UNIVERSITY AS A NATIONAL CENTRE OF EXCELLENCE ON ISSUES IN THE FIELD OF BRAND COMMUNICATION EDUCATION DELIVERY

The development of our Advisory Council

Over the past two years, Brand Communications at Laurier has recruited a wide range of advisors with experience and expertise in academics and key industries. Every year a number of our Advisory Council members serve as guest lecturers and provide advice on our course content. In the upcoming months, Advisory Council members will also be asked to engage with our students and branding community through our new blog site and the activities of AdHawk Laurier.

EXCELLENCE IN EDUCATION

- Home to **Canada's largest business co-op program**, including international study exchanges and internships
- **More gold medals than any other Canadian university in the CA Uniform Final Evaluation Exam**
- Recently re-accredited by the Association to Advance Collegiate Schools of Business (AACSB), **a global recognition of excellence in business education**. Only 5% of the world's 13,000 business programs have this designation

To expand our circle of advisors, meetings will take place throughout the year with other experienced brand marketing and marketing communications professionals. We will be requesting their involvement in both the delivery and promotion of Brand Communications at Laurier.

Current Advisory Council membership includes

- Dr. Lindsay McShane (Associate Professor, Carlton)
- Dr. Tim Dewhurst (Associate Professor, Guelph)
- Dr. Sara Wilner (Associate Professor, Laurier)
- Andy Macaulay (Rethink)
- Richard Burjaw (Vice-President, Brand, Category Marketing and Food Services, Starbucks)
- Bruce Brown (Vice-President, Marketing, Unitron Canada)
- Ian MacKellar (Creative Director, Ogilvy Mathers)
- Lindsay Duffield (President, Jaguar Land Rover Canada)
- David Bigioni (Vice-President, Marketing, Molson Coors)

Over the past year, members of the Advisory Council also had the opportunity to meet with and present an overview of the Brand Communication program to a number of other prominent industry leaders, including Rob Persiko, president of the Persiko Group and long-time Unilever executive who has agreed to provide support for our new Retail Management course, David Edward, president of the Strategic Initiatives Group, and Sam Kasani, Customer Development, Lego Canada.

CONTINUE TO OVERSEE THE REVISION, AS NECESSARY, OF COURSE CONTENT WITHIN THE BRAND COMMUNICATION PROGRAM TO ENSURE RELEVANCE AND THOUGHT LEADERSHIP IN BRAND COMMUNICATION

EVOLVE GRADUATE DEGREE AND CERTIFICATE PROGRAMS IN BRAND COMMUNICATION AS MANDATED BY MARKET DEMAND

PRODUCE RESEARCH AND TEACHING MATERIALS THAT WILL ENSURE THE UNDERGRADUATE AND GRADUATE PROGRAMS IN BRAND COMMUNICATION ARE, AND CONTINUE TO BE, EDUCATIONALLY GROUNDBREAKING

Continued curriculum development

Marketing at Laurier is undergoing a significant redesign which will involve major changes in two or three core courses, the addition of new sections to existing courses and the introduction of some innovative new courses. Preparation for these changes continued last year as the Brand Communication Area redesigned and modified key existing courses. Currently our required courses for the Brand Communication designation include:

[BU432](#) Consumer Behaviour

[BU470](#) Brand Communication

[BU472](#) Marketing Communications

Students must then take a minimum of one additional fourth year elective. We recommend they take at least one of the following:

- [BU412](#) Services Marketing Management
- [BU422](#) Marketing Research
- [BU452](#) Marketing Strategy
- [BU492H](#) Creative Thinking for Marketing Management
- [BU492K](#) Social Networks and Marketing

Brand Communication's *Social Networks and Marketing* course has been so successful at the undergraduate level that we have been asked to develop an equivalent course for the MBA program. Additionally, in the Fall term we will be introducing a new *Retail Marketing* course. This will be the fourth new course we have developed in the past four years.

Harder to document has been the degree to which brand concepts and thinking have now permeated the Marketing program – and indeed the entire school. Certainly, every Marketing course now seems to be built around the central objective of brand building.

This year, the Brand Communication program invited a number of practitioners into the classroom during our 20 live case exercises to work with students on real brand marketing issues. These live case studies provide a strong immersive experience for our students. They also often evolve into published cases that can support brand education across the country.

We are also capitalizing on the information available from the significant number of entrepreneurs and businesses that engage our students. The LaunchPad and Entrepreneurship programs provide an excellent source of examples for our students about the kind of challenges facing brand building by startups. Our MBA consulting course (BU610) frequently addresses branding issues faced by small- and medium-sized organizations. We are developing incentives to help us recruit case writers to convert this information into classroom-ready teaching materials and exercises.

BU495Q, a new cross-disciplinary course in *Business Analytics*, was successfully launched last winter. In this course, the Operations Management group delivers material on the more technical elements of data analysis and the Marketing area focuses on customer relationship management applications.

The Aidan Tracey Fellow in Experiential Marketing

In January 2015, members of the Brand Communication teaching team met with Aidan Tracey, in his role as president of Mosaic Communications and the School of Business's CEO-in-Residence. Mr. Tracey is both a champion of our program and a strong advocate of experiential marketing as a key to building strong brands. We worked with Mr. Tracey and members of Mosaic, his company at the time, to incorporate material and examples of experiential marketing into our Brand Communication & Management course. Mr. Tracey has since taken on the role of CEO of SGS International.

We will shortly be announcing the creation of The Aidan Tracey Fellow in Experiential Marketing.

STRIVE TO INCREASE NATIONAL AWARENESS OF THE IMPORTANCE OF BRAND COMMUNICATION ISSUES THROUGH COMMUNICATIONS AND OUTREACH

Marketing Research Mutations Symposium

On April 29, 2015, Brand Communications held the first Marketing Research Symposium under the banner "Marketing Mutations." Each year we intend to bring together leading researchers from around the world to meet and present to Canadian scholars, including graduate students and faculty members. This year's lead presentation was from Gavan Fitzsimmons, PhD, of Duke University. Dr. Fitzsimmons operates a consumer research lab at Duke and specializes in sub-conscious influences of brands on consumers.

Representing 11 Ontario universities, 40 academics were present at the Symposium and learned of Dr. Fitzsimmons' research on the power of brands to influence consumer decisions. Such symposia can help construct research partnerships and influence graduate students' career paths.

This year, Dr. Sarah Wilner, a key part of our Brand Communication teaching team, published in the prestigious *Journal of the Academy of Marketing Science*. The article, entitled "Reconciling the Tension between Consistency and Relevance: Design Thinking as a Mechanism for Brand Ambidexterity," was co-authored by graduate student Michael Beverland of the California Institute of Technology and Dr. Pietro Micheli of Warwick Business School in the United Kingdom.

The success of our faculty in publishing brand-related research in leading academic journals and the hosting of such symposia helps establish Laurier as a centre of cutting-edge research in the field. We plan to hold at least one symposium per year and attract more industry participants.

SERVE AS A KEY RESOURCE FOR BRAND COMMUNICATION DEVELOPMENT TO BUSINESS AND OTHER ACADEMIC INSTITUTIONS WITHIN CANADA

BECOME AN INFORMATION RESOURCE FOR MEDIA AS WELL AS THE PUBLIC AND PRIVATE SECTOR IN BRAND COMMUNICATION

In the prestigious international AC Nielsen Case Competition, students use real-world data to present recommendations to a panel of faculty and industry representatives. Since its establishment, this annual case competition has been held in 19 American universities. In the fall 2015, for the first time ever, it will be held in Canada and Laurier's School of Business & Economics has been chosen as the host. We will be developing a Canadian-based brand scenario.

Our exceptional student club, AdHawk Laurier, has begun an annual case competition focusing on marketing and brand communication issues. We are working with the club to develop an inventory of these cases and make them available to the larger Canadian educational community.

The Lazaridis Institute for the Management of Technology Enterprises

Creation of the Lazaridis Institute has generated considerable discussion within SBE faculty around the importance of properly branding and brand building this new initiative. Other areas and colleagues are being exposed to branding principles, and as a result, acknowledging the importance of branding throughout that process.

Laurier students live and learn in the heart of Canada's Technology Triangle, one of the most dynamic and innovative technology clusters in North America that produces over \$30 billion in annual digital and technology revenues and 67 percent of Canada's new startups. Unfortunately, many innovations, inventions and new enterprises are sold before or shortly after entering the wider market. This robs us of the opportunity to build new internationally competitive Canadian brands and the employment and community development benefits they could bring.

The Lazaridis Institute is intended to become a leading international centre focused on growing globally competitive technology companies – and keeping them in Canada. It will also add new strengths and perspectives to all departments within SBE. Marketing, and especially branding, are among of the most critical needs identified by fledgling entrepreneurs.

With the Lazaridis Institute initiative, faculty members in the Brand Communication program who currently provide significant informal assistance to LaunchPad students will be able to expand and formalize their efforts. The investment will also help fund new faculty positions and courses. The Brand Communication program will be in the forefront of the discussions on integrating the Lazaridis Institute into SBE, in recognition of the importance of branding in the high tech sector.

We are also actively involved in clarifying the definition of "management of technology enterprises" and ensuring this phrase is not misinterpreted to mean companies solely focused on technology products. It is, of course, almost impossible to find any area of contemporary business that is not influenced by new technologies. Key areas of teaching and research will include: how consumers shop and choose new technologies; how their behavior is influenced by technology; how technology is used in service encounters; information technology and the rise of data analytics in market analyses; issues around brand building and brand loyalty with technology-based products; and the branding of technological innovation. Interestingly, the discussions on the mechanics of the launch of the Lazaridis Institute have generated increased recognition within SBE itself on the importance of branding.

Conclusion

Next year we will be very pleased to see the opening of the new \$103-million home of Laurier's School of Business & Economics and the \$35-million Lazaridis Institute for the Management of Technology Enterprises. These developments will result in the hiring of new faculty, the development of new courses and the facilitation of curriculum changes. The Brand Communication program will be a critical component of these upcoming changes.

The continued support of Marketing Communications Education Trust is very much appreciated. On behalf of Laurier's students and faculty, I thank you once again for all your support.

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