**Omnichannel management**

Prof. Silvia Biraghi; Prof. Marco De Angeli

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Nowadays we say that customer are omnichannel: they expect to interact with brands and retailers in a seamless way, and in turn, companies will never know exactly when and where customers will get in touch with their offering. That requires rethinking and redesigning the entire customer-brand relationship and retailing system. The course aims at providing an overview of the latest trends of how customers interact and establish connections with brands, products, and marketing offerings in general. During classes participants will understand the needs of omnichannel customers and their journeys, as well as the business and managerial processes that companies are to enact in order to orient their marketing efforts toward an omnichannel strategy. In the course students will also explore and deepen brand management key concepts such as brand identity, positioning, and equity, customer journey and relationship management.

By the end of the course, participants will be able to:

* Understand how brand management concepts and dynamics work;
* Analyze brand propositioning propositions and evaluate brand equity;
* Analyze and understand customers’ expectations and journey in relating with their focal brands;
* Design projects that can foster positive customer-brand relationships by using all the touchpoints available to make an omnichannel journey;
* Understand the process required to implement an omnichannel strategy, its complexities and current open challenges, with a special focus on fashion and luxury industry.

***COURSE CONTENT***

First Module: *Prof. Silvia Biraghi*

1. Key basics of brand management

* Brand identity.
* Brand positioning.

1. Managing customers in networked economy

* Networked platforms and technocapitalism in action.
* How customer-brand relationships work in a connective and interactive environment.
* The omnichannel customer, needs and expectations.

1. Critical junctures in customer experience management

* Digital culture and technologies in enabling omnichannel strategies.
* Beyond touchpoint integration and open challenges.

Second Module: *Prof. Marco De Angeli*

1. Integrating marketing communications to build brand equity.

* Actual environment, key basics and definitions.
* Qualitative and quantitative approaches to brand equity.
* Description of companies through different brand equity rankings.
* The evolution of customer journey on an omnichannel perspective.
* Sustainability and citizenship as main costumer journey issues.

1. The omnichannel customer journey in modern luxury fashion companies.

* The Fashion System, trends and biggest players.

Peculiarities of luxury and fashion industries affecting target’s journey

* E-commerce and omnichannel retail strategies.
* The paradigm of new luxury experience.
* Actual impact of social media on the omnichannel strategy.
* Future possible scenarios.

***READING LIST[[1]](#footnote-1)***

Presentation decks and readings will be available on Blackboard for attending students. Professors will post course materials after each class.

For non-attending students the reading list includes the following books:

K.L Keller,*Strategic Brand Management,*Pearson, 2019. (Introduction, 1, 2, 3, 4, 5, 7, 9, 10, 11, 12, 16)

J.N. Kapferer,*The new strategic brand management: Advanced insights and strategic thinking,* Kogan Page Publishers, 2012. (Introduction, 1, 2, 5, 7,13).

P. Myerson, *Omni-channel reatil and the supply chain. Working together for a competitive advantage.* Routledge, 2021.

W.Batat, *The New Luxury Experience*, Springer, 2019 (1,2,3,6)

***TEACHING METHOD***

The course is based on lectures in order to provide a conceptual framework of the topics listed above, on critical discussions/forums, and on field trips and group assignments in order to facilitate and activate the learning process. Guest speakers will be involved in case study presentation to provide an overview of how omnichannel strategies work across different business sectors. Students will also be involved in a team project that is designed to enable them to face the challenges of omnichannel customer management in practice.

***ASSESSMENT METHOD AND CRITERIA***

*Attending students*: For the first module students will be involved in a team project as part of their grading process. The project will be presented and discussed in class. Students will be evaluated based on their critical understanding of omnichannel challenges and their ability to envision creative and managerial solutions to handle omnichannel customers and projects. Students will also sit for a mid-term exam that consists of a written test related to the topics discussed in class and Blackboard materials during the first module. Students who will pass their midterm test will complete their evaluation process in a final exam that consists of a written test related to the topics covered in the second module only during the official exam sessions scheduled in March and April 2022. The midterm grade can be used just once, also in case of withdrawal.

*Non-attending students*: the exam consists in a written test of four open questions related to the books included in the reading list. The exam covers a blend of theoretical questions and managerial and critical musings on the focal topics of the course.

***NOTES AND PREREQUISITES***

In case the current Covid-19 health emergency does not allow frontal teaching, remoteteaching will be carried out following procedures that will be promptly notified to students.

*Place and time of consultation hours*

Prof. Silvia Biraghi meets students at LABCOM, via Necchi 9 or in MicrosftTeams. Students should schedule an appointment in advance via e-mail.

Prof. Marco De Angeli meets students at office n.206, via Necchi 9. Students should schedule an appointment in advance via e-mail.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)