



Double degree in Consumer Goods Innovation and Marketing

MCGIM

March, 2019



POLITECNICO DI MILANO
GRADUATE SCHOOL
OF BUSINESS



Executive Education
Ranking 2017



European Business Schools
Ranking 2017



Course structure

1° year

- MBA Courses/master program
- Location: China

2° year

- 6 months in Italy
- 6 months in France
- Specializing courses in Creativity, Design and Marketing with a special focus on Commodity and Consumer Goods Market

Internship +
Thesis

- Project work developed in a company in China (6 months) + thesis

Degree

- MBA/Master Degree from Chinese University
- Master Degree from PoliMI (1st level Master Degree)
- MSc (Master in Management Grande Ecole) from ESCCA

2nd year – 1st term (@MIP)

- Main topics:
 - Creativity and innovation, especially design-driven innovation
 - Supply chain management and operations management
 - Trend detection
 - Managing creativity
 - Evolving from market-driven to market-driving

2nd year – 1st term (@MIP)

- Innovation management (6 ECTS):
 - NPD process management
 - Design thinking
 - Project management
 - Agile management
- Creativity (6 ECTS):
 - Innovating through tradition: how to learn from the past to dominate the future
 - Design-driven innovation and innovation of meaning

2nd year – 1st term (@MIP)

- Supply chain management and procurement (6 ECTS)
 - New Product development and the effects on the Supply chain
 - Collaborative New Product Development
 - Purchase management
 - Supply chain design
- Operations management (6 ECTS)
 - Lean manufacturing
 - Principles of smart manufacturing for commodity industry

2nd year – 1st term (@MIP)

- Design to drive markets (6 ECTS)
 - Designing and managing product collections
 - Teamwork in innovation
 - Market-driving vs market-driven management
 - Industry specific bootcamps (workshops, testimonials and visits) for design:
 - Jewellery
 - Clothing
 - Toys
 - Interior design

Programme Contents

- **5 Courses of 42 hours each**
 - *Brand Management*
 - *Digital expertise 360*
 - *Sales Development*
 - *Shopper and retail marketing*
 - *Innovation Marketing & Creativity*
- **Visits of B2B and Luxury French Companies.**
E.g :
 - *LVMH*
 - *Longchamp*
 - *Cointreau...*
- **Professional Conferences & Business Cases.**
E.g:
 - *P&G*
 - *Manitou Group*
 - *Crowdsourcing platform...*



**LINKS WITH
THE
CORPORATE WORLD
2500+ CORPORATE
PARTNERS**

BRAND MANAGEMENT

*Data analysis
Strategic brand and product management
One day in a product manager shoes*



DIGITAL EXPERTISE 360

*CRM 360
Consumer experience development
E-business management
E-supply chain*



SALES DEVELOPMENT

*Commercial action plan and key account management
Negotiating with business partners
Ethics, marketing and sales*



SHOPPER AND RETAIL MARKETING

*Category management
Shopping behaviour at the point of sale
Trade marketing
The design of retail channel*



INNOVATION MARKETING AND CREATIVITY

*Marketing innovation and design thinking process Pricing of innovations
Innovative launch campaigns
Creativity sessions (workshops)*



Internship and thesis

- 6 month internship in a company in China with a tutor from the Chinese School
- Thesis is an internship description and discussion that shall be presented to a mixed board of the Chinese University, MIP and ESSCA professors

THANK YOU FOR YOUR ATTENTION!!!

谢谢你们关注！！！！