

### Center on Global Brand Leadership Student Officer Projects

The Center on Global Brand Leadership is offering volunteer Student Officer positions to interested students to work on specific output-oriented projects during the course of a semester or academic year.

Student Officers will be recognized on the Center's website and will help work on activities and initiatives to benefit the Center and the students of the Business School by highlighting best practices in brand building and marketing.

**Commitment:** 3-5 hours per week. (Must commit at least 3 hours per week during 9-5 work hours, additional work to be conducted at best available time for the Officer.)

**Application:** Please send a cover note that briefly describes you and your project interest (possibilities listed below), along with your resume, to Allie Abodeely ([aba2104@columbia.edu](mailto:aba2104@columbia.edu)).

#### Possible Projects

**Event Coordination:** Establish a speaker-driven event. Possible implementations could include a Speakers' Series on branding geared primarily towards students, or a specific small conference for the general public in an area of interest, e.g. on sports branding/marketing, SME branding, entertainment branding, etc:

- Draft topic proposal
- Provide background articles/research in the issue area(s)
- Identify and contact potential speakers
- Co-administrate events

**Branding Research:** Co-develop a white-paper on a topical focus of the Officer's specific interest:

- Draft topic proposal
- Provide background articles/research in the issue area(s)
- Identify, contact and arrange for collaboration with field expert (e.g. Columbia professor, university academic, professional in the field)
- Co-develop survey instrument (for non-academic use)
- Co-administrate release event for student and/or wider audience

**Branding Reporter:** Provide long-form weekly posts for CGBL blog in a topical focus of the Officer's specific interest:

- Develop list of important branding media resources (books, media sites, blogs)
- Identify an angle on specific branding issue(s).
- Conduct at least one longer blog post or article a month.
- Conduct 2-4 short video interview posts per semester with a field expert.

**BRITE Coordinator:** Provide assistance to all aspects of the Center's annual BRITE Conference that examines issues surrounding brands, marketing, innovation, technology, and social and cultural trends.

- Identification of and administrative reach-out to potential BRITE speakers
- Development of communications and marketing activities for the conference
- Coordination of vendor and sponsor relationships

## About the Center on Global Brand Leadership

### Background and Mission

In 1999, the Center on Global Brand Leadership was founded at Columbia Business School under the direction of Professor Bernd Schmitt, a world authority on branding. The center has grown into a global partnership of leading business schools — in the U.S., China, Germany, Korea, Spain, and Singapore — that provides an unmatched resource for researchers and practitioners.

The mission of the center is to turn the research and intellectual capital of academia's foremost thinkers on branding into practical tools and insights for real-world application. The center fosters a community of researchers, alumni, students, and leading practitioners from global corporations to advance new knowledge, widespread learning, and impactful dialogue on the challenges of branding.

### Activities

#### Teaching:

- SCHMITT teaches in the MBA, EMBA and ExecEd programs, with an annual elective course on “Managing Brands, Identities and Experiences”
- David Rogers is faculty director of the Executive Education course on Digital Marketing Strategy

Research: The Center is actively involved in supporting academic research and case study development among the faculty of the Business School. Current projects include:

- An analysis of both the operational and marketing impacts of call centers
- An examination of the intersection of company values with cultural and societal values, and how that intersection impacts the strength of company brands
- An analysis of advertising executions and their impact on consumer recall and associations

Events: Over its history the Center has run numerous conferences, workshops, and small events. The **BRITE Conference** is our Center’s flagship event and will take place March 2013. The conference will look at how brands, marketing, innovation, technology, and social and cultural trends are impacting business.

Books & Media: The Center also writes and produces content designed for a business audience that addresses issues of branding, marketing and innovation. These include:

- Books by SCHMITT (e.g. “Experiential Marketing,” “Customer Experience Management,” and “Big Think Strategy,”) and David Rogers (e.g. “The Network is Your Customer: 5 Strategies to Thrive in a Digital Age”)
- Blogs written by the Center’s directors
- Videos with leading industry experts
- The Center’s *Brand Talk* newsletter

### Staff

Bernd Schmitt, Faculty Director  
Olivier Toubia, Research Director  
Matthew Quint, Associate Director  
David Rogers, Executive Director, BRITE  
Alison Abodeely, Program Coordinator

### Websites

[www.gsb.columbia.edu/globabrands](http://www.gsb.columbia.edu/globabrands)  
[www.briteconference.com](http://www.briteconference.com)

### Contact

[contact@globabrands.org](mailto:contact@globabrands.org)