

Luxury Brands Management gr.2

EM023M06B2

Program

PGE
Visitants

UE

Luxury Brands Management

Semester

B

Discipline

Marketing

Contact hours

27 H

Number of spots

40

ECTS

5

Open to visitors

Yes

Language



Coordinator

Claude CHAILAN



List of lecturers

| Lecturer(s) | Email | Contact hours - lecture |
|----------------|--|-------------------------|
| Claude CHAILAN | chailan@unistra.fr | 27 h |

Pedagogical contribution of the course to the program

Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management

Evaluate sustainable managerial practices using managerial concepts and instruments as well as digital tools

Design solutions adapted to organizational problems by applying relevant methodologies

Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable

Recommend decision making by taking a critical approach to driving change in organizations

Effectively argue his ideas orally and in writing with a professional posture

Co-build a managerial and organizational culture through collaborations and team projects

Mettre en place un management responsable par des pratiques reflétant les valeurs d'éthique, de diversité et de développement durable

Critically assess issues related to diversity, ethics and sustainability in the context of their professional practice

Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"

Communicate in a professional context in (foreign) languages, in writing and/or orally

Formulate solutions to organizational challenges in a multicultural and international context, driven by a "European mindset"

Description

This course explores the specificities of marketing and business in the luxury products and services sector. The luxury industry is unlike any other. The creation, development and management of a strong brand is a challenge in general, but this challenge is particularly complex in the international market for luxury products, where the brand identity and its image have a dramatic impact on the purchase decision.

This course provides a very deep exploration of the concepts and practices that apply to luxury markets. On the supply side luxury encompasses a broad range of players and sectors - from hotels to real estate, fine wine to fine art, antiques to jewelry, to name just a few. On the market side, luxury consumers are extremely demanding. Luxury goods and services must not only be of exceptional quality but also provide a complex set of functional, social and emotional benefits to consumers.

The objective of the course is to equip future managers with the ability to face the challenges and also take full advantage of the opportunities existing in luxury goods and services markets. Most of the knowledge in this category of products is indeed also transferable to many other categories of products.

The course is organized around four major themes:

- First, it provides an overview of the market and the management of luxury brands based on the history of this industry, consumer psychology, and the current business model in this market. This step allows to build a global and international vision of the luxury products industry, its evolution and its marketing practices.
- It then offers a set of tools used by brand managers for effective luxury brand management and optimal business modeling.
- Third, the course allows to identify the new challenges of luxury brands, from a holistic perspective, including ethical issues, brand imitation or the issue of country-of-origin
- Finally, the course focuses on the challenges facing the luxury industry from a societal perspective and discusses the evolution of luxury towards experiences and services.

The course combines the most recent brand management knowledge with practical application and develops a framework for understanding the essential ingredients of effective marketing of luxury brands.

Teaching methods

Face-to-face

- Lectures

In group

- Exercises
- Oral presentations
- Case studies/texts

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 3) **demonstrate** an understanding of the dynamics and international dimension of the luxury goods and services sector
 - - (level 4) **analyze** the vital role brands play in the luxury environment and use a methodology for analyzing brands equity in this environment
 - - (level 5) **appraise** , discuss and critically evaluate functional business theories, principles and practices as they relate to the luxury sector
 - - (level 6) **enhance** their ability to manage the complex interrelationships between all business functions within the luxury goods & services company
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Affective domain

Upon completion of this course, students should be able to

- - (level 3) **demonstrate** and improve communication and presentation skills

Outline

Session 1: The market and players

Session 2: How to define luxury?

Session 3: The DNA of luxury brands

Session 4: A segmentation of luxury goods and services customers

Session 5: let's create or revive a luxury brand

Session 6: the luxury business model

Session 7: Luxury brands' territory and the passing of time

Session 8: the servicization of luxury

Session 9: Luxury challenges to come

No prerequisite has been provided

Knowledge in / Key concepts to master

There is no need for any specific pre-requisite courses, although previous attendance to one or more classical marketing courses (such as Consumer Behaviour, Marketing Research, Fundamentals of Marketing) might be helpful

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Newspaper articles
- Case studies/texts

Moodle platform

- Upload of class documents
- Interface to submit coursework
- Assessments

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

Recommended textbooks for the course

- Morhart F. (Editor) (2021). Research Handbook on Luxury Branding, E Edgar Publishing, ISBN-13: 9781802206418
- S. Reinecke, B. Berghaus and G. Müller-Stewens (2018). The Management of Luxury, 2nd edition, Kogan Page, London

Additional literature

For each session, I propose some 'food for thought' material which consists of articles, supplementary notes, links to internet sites, etc. which might be of interest to participants who would wish to dig deeper into the topic of the session.

The reading of this material is totally OPTIONAL.

EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Case studies:

S.T. Dupont, Back to Brand? ECCH 512-051-1

Club Med: is the Phoenix rising from the Ashes? , ECCH 511-060-1

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1Other (date, pop quiz, etc.) : All sessions

Oral (30 Min.) / Individual / English / Weight : 35 %

Details : Participation, including readings and workshops

This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.3-PGE, ILO2.4-PGE, ILO3.1-PGE, ILO4.1-PGE, ILO4.2-PGE

Intermediate assessment / continuous assessment 2Other (date, pop quiz, etc.) : From session 5 to 9

Written and oral (30 Min.) / Group / English / Weight : 35 %

Details : Capstone teamwork - Collage

This evaluation is used to measure ILO1.1-PGE, ILO1.3-PGE, ILO2.1-PGE, ILO2.2-PGE

Final evaluationOther (date, pop quiz, etc.) : Final or later

Written (30 Min.) / Individual / English / Weight : 30 %

Details : A final quizz in hte form of a multiple choice questionnaire taking place during or after the latest session

This evaluation is used to measure ILO2.2-PGE, ILO2.4-PGE, ILO4.2-PGE