

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MA Luxury Brand Management
FHEQ Level:	7
Course Title: Environment	Contemporary Perspectives in Luxury Business
Course Code:	LBM 7106
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course is designed to provide a comprehensive and informative overview of current and contemporary perspectives on notions of luxury. It provides a platform to identify, engage and critically reflect upon a number of areas within the luxury sectors. Students will engage with the significance of luxury within the cultural fabrication of the sensual and prestigious. It also provided as deep and systematic understanding of the importance of luxury as a value in society's definition versus an individual process of identity construction.

Students will be required to appraise the essence and uniqueness of luxury with criticality, through examining regional case studies. In particular, this course will explore the management aspects concerning the commercialisation of luxury, with respect to different cultural settings and industries.

Prerequisites:

N/A

Aims and Objectives:

- To evaluate the essence and uniqueness of a luxury proposition across the various cultures.
- To critically understand the management frameworks required to commercialise luxury propositions.
- To examine contemporary perspectives concerning luxury brands such as intellectual property and protection, curation, counterfeiting, sustainability, luxury services and emerging markets.

Programme Outcomes:

A1, A3, A4

B1, B2, B5

C2,C3, C4,C5

D1, D2, D3, D4, D5

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Critical understanding of the main reasons for rendering luxury offerings as viable commercial propositions.
- Evaluate the concept of luxury from different industry, regional, and cultural perspectives.
- Be able to have an in-depth knowledge of the different roles of management functions in supporting luxury offerings
- Acquire an in-depth knowledge of key case examples that define the luxury sector.
- Examine critically the contemporary perspectives concerning luxury that continue to affect the sector.

Cognitive Skills

- Develop a critical and practical approach to luxury issues relevant to a selection of international markets.
- The ability to engage in arguments in order to resolve potential conflicts and issues concerning the delivery of luxury propositions.
- The application into the international context of key concepts that support the viability of luxury offerings.
- To take a critical stance on the defence of luxury offerings to a cross-section of stakeholders.

Subject specific, practical and professional skill

- Present analysis and discussions maximizing the use of modern communication methods and resources.
- Become familiar with the documentation and cultural approaches involved in international contexts.
- Anticipate the impact of competitive rivalry, resource issues, and socio-economic factors relevant to the sector.
- Advise on the suitability and viability of luxury propositions to relevant markets.

General/transferable skills

- Ability to analyse historical and contemporary market patterns orally and in writing.
- Develop capacity to work in a group either as a leader or as part of the team in a time efficient manner to accomplish the task in hand understanding the role of the different professionals in the luxury sector.
- Proficiency in communicating an array of information and concepts to academic and business audiences with a varied expertise on the subject

Indicative Content:

- Classifying Luxury and Prodigality
- The market and business of luxury-emerging market
- Public luxury representatives
- Curating luxury in firms
- Second hand market for luxury
- Preserving luxury exclusivity
- Eastern and Western perspectives of luxury
- Managing luxury and employer issues
- Luxury counterfeiting
- Generation X, Y and Z perception of luxury
- Luxury organisations and social responsibility-sustainable luxury

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and are located at:
<https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course will be taught through lectures, seminars, tutorials, workshops and practical sessions. Guest speakers will complement the course providing a practical approach.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Armitage, John & Joanne Roberts. (2016). *Critical Luxury Studies: Art, Design, Media*. Edinburgh: Edinburgh University Press.

Berghaus, B., Müller-Stewens, G. & Reinecke, S. (2018) *The Management of Luxury: an international guide*. 2nd edn. London: Kogan Page.

Berry, C. (1994), *The Idea of Luxury*. Cambridge: Cambridge University Press.

Chevalier, M. and Mazzalovo, G. (2020) *Luxury Brand Management: in digital and sustainable times*. 4th edn. London: Wiley.

Kapferer, N & Bastien, V. (2012.) *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands*, 2 edition. London: Kogan Page.

McNeil, Peter & Giorgio Riollo. (2016). *Luxury: A Rich History*. Oxford: Oxford University Press.

Randolph, J. & Holubizky, I. (2007), *Ethics of luxury: materialism and imagination*, Yyz Books, UK.

Ricca, M. & Robins, R. (2012), *Meta-luxury*. London: Palgrave MacMillan.

Pinkhasov, M. & Nair, R. (2014), *Real Luxury*. London: Palgrave MacMillan.

Veblen, T. (2007), *The theory of the leisure class*, Oxford UP, UK.

Journals

Journal of Brand Management
Journal of Marketing Theory and Practice
Journal of Consumer Research
Journal of Marketing Management
Harvard Business Review
Admap
Advertising Age
Journal of Advertising
Journal of Advertising Research
International Journal of Advertising

Journal of the Market Research Society (international Journal of Market Research)

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