

## **COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	MA Luxury Brand Management
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Strategic Brand Management
<b>Course Code:</b>	LBM 7102
<b>Course Leader:</b>	Greg Gannon
<b>Student Engagement Hours:</b>	200 (standard 4 credit MA course)
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
<b>Semester:</b>	Fall
<b>Credits:</b>	20 UK CATS credits 10 ECTS credits 4 US credits

### **Course Description:**

This course is designed to examine the progression in brand theory and practice; according to several schools of thought, that draw from supporting social sciences disciplines - in order to master a set of comprehensive brand management toolkits.

Course material will blend concepts, theories, media, case studies, and contemporary examples in order to encourage critical thinking and develop practical insight. In addition, students will be encouraged to problem solve creatively - through practical exercises and in response to briefs. There will be scope to attempt literary and cultural critiques: evaluating existing brands; assessing the viability of creating new brands; and develop brand stories. In light of this, the course attempts to offer a balance between the arts and sciences – with the aim of delivering real value to practitioners of all levels.

### **Prerequisites**

N/A

**Aims and Objectives:**

- To evaluate the essence of brands using frameworks, and the uniqueness of branded luxury propositions.
- To critically understand the management frameworks required to commercialise branded luxury propositions.
- To examine contemporary perspectives concerning luxury brands and luxury brand management.

**Programme Outcomes:**

A1, A2, A3, A4, A5

B1, B2, B3, B4, B5

C1, 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 what constitutes a brand as a viable commercial proposition.
- Evaluate differing brand and luxury brand concepts - from different industry, regional, and cultural perspectives.
- Be able to have an in-depth knowledge of the different roles of management functions in supporting branded luxury offerings
- Acquire an in-depth knowledge of key case examples that define critical success factors for luxury brands.
- Examine critically contemporary perspectives concerning luxury brands that continue to affect the sector.

### **Cognitive Skills**

- Develop a critical and practical approach to luxury brand management 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 branded luxury propositions.
- The application into the international context of key concepts that support the viability of branded luxury offerings.
- To take a critical stance on the defence of luxury brands 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 brand documentation and cultural approaches involved in international contexts.
- Anticipate the impact of competitive rivalry, resource issues, and socio-economic factors relevant to brands.
- Advise on the suitability and viability of branded luxury propositions to relevant markets.

### **General/transferable skills**

- Ability to analyse contemporary market patterns and brand audits 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 brands sector.
- Proficiency in communicating an array of information and concepts to academic and business audiences with a varied expertise on the subject

### **Indicative Content:**

- Introduction to Branding and the various Schools of Thought
- Brand Identity, Image, and Personality
- Corporate Branding, Nation Branding, and Reputation
- Branding Luxury Products, Services, and Ingredients
- Brand Valuations
- Co-creation
- Architecture, Positioning, Storytelling and Narratives
- Localisation, Internationalisation, and Globalisation
- Employee and Personal Branding

### **Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

**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):**

Kapferer, J.N. & Basten, V. (2010), *The Luxury Strategy – Break the rules of marketing to build luxury brands*, Kogan Page, UK.

Heding, T., Knudtzen, C. F. and Bjerre, M. (2009), *Brand Management – Research, Theory and Practice*, New York: Routledge.

Laforet, S. (2010), *Managing Brands: A contemporary perspective*, Maidenhead, Berkshire: McGraw-Hill Education.

Keller, K.L. (1998), *Strategic Brand Management. Building, Measuring and Managing Brand Equity*, Englewood Cliffs, NJ: Prentice Hall, Inc.

Holt, D.B. (2004), *How Brand Become Icons*, Boston, MA: Harvard Business School Press.

Holt, D.B. and Cameron, D. (2010), *Cultural Strategy: using innovative ideologies to build breakthrough brands*, New York: Oxford University Press, Inc.

Olins, W. (2007), *Wally Olins on BR@ND.*, London: Thames and Hudson Ltd

Schroeder, J.E. and Salzer-Möring, M. (2006), [Eds.] *Brand Culture*, (Eds.), New York: Routledge.

**Journals**

- Journal of Brand Management
- Journal of Product and Brand Management
- Consumption, Markets, and Culture
- Marketing Theory
- Journal of Consumer Research
- Journal of Marketing Management
- Journal of Consumer Marketing
- Journal of Fashion Marketing

- Harvard Business Review
- Admap
- Advertising Age
- European Journal of Marketing
- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising
- Marketing Letters
- Journal of Marketing
- Journal of Marketing Research
- Psychology and Marketing
- Journal of the Market Research Society

### **Web Sites**

[www.themarketer.co.uk](http://www.themarketer.co.uk)

[www.theidm.com](http://www.theidm.com)

[www.dma.org.uk](http://www.dma.org.uk)

[www.ico.gov.uk](http://www.ico.gov.uk)

<http://www.abc.org.uk>

<http://www.asa.org.uk/asa/>

<http://www.bauermedia.co.uk/>

<http://www.brandingmagazine.com/>

<http://www.brandrepublic.com/Campaign/>

<http://www.brandrepublic.com/mediaweek/>

<http://www.broadcastnow.co.uk/>

<http://www.campaignlive.co.uk/news/wide/886782/>

<http://www.campaignlive.co.uk/news/785296/Top-10-ad-agencies-2008/>

<http://www.campaignlive.co.uk/news/785868/Top-10-Media-Agencies-2008/>

<http://www.centaur.co.uk/>

<http://www.cim.co.uk/home.aspx>

<http://www.davidmeermanscott.com/resources.htm>

<http://www.haymarket.com/home.aspx>

<http://www.ipcmedia.com/>

<http://www.mad.co.uk/Home/Home.aspx>

<http://www.marketingmagazine.co.uk/>

<http://www.marketingweek.co.uk/>

<http://www.mintel.com/>

<http://uk.nielsen.com/site/index.shtml>

<http://www.prweek.com/uk/>

<http://www.uktvadvert.com/Home/>

<http://www.utalkmarketing.com/>

<http://www.visit4info.com/>

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