

**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>	Consumer Culture Theory and Insight
<b>Course Code:</b>	LBM 7103
<b>Course Leader:</b>	Nastaran Norouzi Richards-Carpenter
<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:**

The understanding of consumer behaviour is a vital part of strategic brand management. It is an area that is both comparatively recent as a separate discipline, and in a state of constant flux. Contributions to the field emerge regularly from the entire range of the social sciences.

The formulation of effective brand management strategies is dependent on a detailed knowledge of consumer needs and wants, purchasing patterns and the influences, which exert themselves on that behaviour. Through the lens of Consumer Culture Theory, this course will introduce a variety of theoretical concepts underpinning the study of consumer behaviour, together with the practical application of this theoretical work in the development of branding and marketing strategies.

**Prerequisites:**

N/A

**Aims and Objectives:**

- To evaluate the roles of consumption and culture within consumer segments.
- To critically understand and apply the consumer behavioural frameworks required to market branded luxury propositions.
- To examine contemporary perspectives concerning the management and consumption of luxury brands from a consumer-based perspective.

**Programme Outcomes:**

A1, A3, A4, A5

B1, B2, B4, 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 what constitutes consumption, consumerism, and culture.
- Evaluate differing social sciences behavioural concepts - from different industry, regional, and cultural perspectives.
- Be able to have an in-depth knowledge of different segmentation and targeting criteria designed to support the marketing of branded luxury offerings
- Acquire an in-depth knowledge of key case examples that define critical success factors for marketing luxury brands to consumers.
- Examine critically contemporary perspectives concerning luxury brands that continue to affect the sector from a consumer-based perspective.

**Cognitive Skills**

- Develop a critical and practical approach to consumption and consumer behavioural issues relevant to a selection of international markets.
- The ability to engage in arguments in order to resolve potential conflicts and issues concerning the marketing of branded luxury propositions to consumers.
- The application into the international context of key concepts that support the viability of branded luxury offerings to different cultural groups.
- To take a critical stance on the defence of luxury brands to a cross-section of stakeholders from a consumer-based perspective.

#### **Subject specific, practical and professional skill**

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

#### **General/transferable skills**

- Ability to analyse contemporary market patterns and consumer behavioural practices 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 into Consumer Culture Theory
- Possessions and the extended self
- Possessions and the virtual self
- Consumers in the marketplace
- Market and Consumer Segmentation Criteria
- Market Dynamics, Forces, and Competitive Rivalry
- Stakeholder analysis and Value Chains
- Behavioural Psychology and Economics
- Consumer Perceptions and Decision-making
- Consumer Culture and Social Groups
- Cross-culture and Subcultural Dynamics

**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):**

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M. (2013), *Consumer Behaviour – A European Perspective*, 5<sup>th</sup> ed., Harlow, Essex: Pearson Higher Education.

McCracken, G. (1990a), *Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities*, Bloomington and Indianapolis: Indiana University Press.

McCracken, G. (1990b), *Culture and Consumption II: Markets, Meaning and Brand Management*, Bloomington and Indianapolis IN: Indiana University Press.

McCracken, G. (2008), *Transformations: Identity Construction in Contemporary Culture*, Bloomington and Indianapolis: Indiana University Press.

Usunier, J-C. (2000), *Marketing Across Cultures*, (3<sup>rd</sup> Ed.), Harlow, Essex: Prentice Hall Europe.

Hollensen, S. (2010), *Marketing Management: A Relationship Approach*, 2<sup>nd</sup> ed., Harlow: FT Prentice Hall.

Hollensen, S. (2010), *Global Marketing*, 5<sup>th</sup> ed., Harlow: FT Prentice Hall.

**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.uktvadverts.com/Home/>

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

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

