

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MA Luxury Brand Management
FHEQ Level:	7
Course Title:	Luxury Product and Service Design
Course Code:	LBM 7400
Course Leader:	Nastaran Norouzi Richards-Carpenter
Student Engagement Hours:	200 (standard 4 credit MA course)
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Fall
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course adopts the concept of Design Thinking as a basis for understanding and managing luxury and product service design. A holistic approach will be presented, which takes into account augmented features of luxury offerings, such as packaging, in-store design, customer experience, point of sale, and customer service, amongst others, that are critical to signalling and communicating luxury propositions. Students will be introduced into concepts, tools and methods, which will enable them to identify and manage creativity, innovation, invention, and integration processes in a strategic manner. The aim is to create a learning environment that allows students to both understand and deconstruct taken-for-granted practices by designers - in order to create proactive solutions to contemporary business problems, as well as manage upstream and downstream design processes with authority.

Prerequisites:

N/A

Aims and Objectives:

- To evaluate various types of design activities, through a marketing-led Design Thinking lens, as a platform for establishing the basis for a commercial activities.
- To critically understand and apply a selection of conceptual frameworks and toolkits required to assess, manage, and plan design processes.
- To examine contemporary perspectives concerning the current and future practices of luxury product and service design, from a holistic standpoint.

Programme Outcomes:

A1, 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 the elements of product and service design; the qualities, skills, and tasks of designers, and responsibilities of brand managers related to design.
- Evaluate differing design elements and activities - from different industry, regional, and cultural perspectives for commercial gains.
- Be able to have an in-depth knowledge of the implications of design and their affects when presenting branded luxury offerings.
- Acquire an in-depth knowledge of key case examples that define the critical success factors of branded luxury offerings in the marketplace.
- Examine critically contemporary perspectives concerning emerging markets, current and future trends.

Cognitive Skills

- Develop a critical and practical approach to managing the entire design process and delivery - capitalising on current and future trends relevant to a selection of international markets.
- The ability to engage in arguments in order to address stakeholder demands concerning the viability of a new branded luxury proposition with respect to design.
- The application into the international context of Design Thinking concepts that support the viability and execution of branded luxury offerings.
- To take a critical stance on managing the image and identity of the entire luxury brand experience to a cross-section of stakeholders throughout the value chain.

Subject specific, practical and professional skill

- Present analysis and discussions maximizing the use of modern communication methods and resources.
- Become familiar with design management and the different approaches to presenting plans and managing teams in international contexts.
- Anticipate the impact of competitive rivalry, resource issues, and socio-economic factors relevant to the organisation and associated stakeholders.
- Advise on the suitability and viability of branded luxury offerings to relevant markets, with respect to their design.

General/transferable skills

- Ability to analyse contemporary market patterns and predict future trends 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 luxury markets.
- Proficiency in communicating an array of information and concepts to academic and business audiences with a varied expertise on the subject

Indicative Content:

- The concept of Design Thinking
- The skills and qualities of designers
- Creativity, Innovation, and Invention
- Image, Identity, Aesthetics, and Semiotics
- Product and Packaging design
- Service and Experiential Design
- Strategic Management and Activity Integration

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):

Berghaus, B., Müller-Stewens, G. & Reinecke, S. (2014), *The Management of Luxury – A Practitioner’s Handbook*, Kogan Page, UK.

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

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

<http://www.fastcoexist.com/3019856/10-ways-todays-purpose-driven-brands-can-bring-their-core-values-to-life>

<http://www.fastcodesign.com/3022209/9-ways-to-get-the-most-out-of-design-thinking>

<http://www.fastcodesign.com/3048192/why-are-design-firms-stagnating>

<http://www.aiga.org/Content/Inspiration/Branding-is-a-Process/>

<https://hbr.org/2008/06/design-thinking>

<http://www.wpp.com/wpp/marketing/design/how-design-thinking-can-enrich-marketing-and-business-innovation/>

<https://www.wethinq.com/en/blog/2014/11/25/examples-design-thinking.html>

<http://www.forbes.com/sites/lawtonursrey/2014/06/04/14-design-thinking-esque-tips-some-approaches-to-problem-solving-work-better-than-others/>

<http://www.bloomberg.com/bw/stories/2009-11-03/how-business-is-adopting-design-thinkingbusinessweek-business-news-stock-market-and-financial-advice>

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

www.theidm.com

www.dma.org.uk

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/>

