COURSE SPECIFICATION DOCUMENT

Academic School / Department: Richmond Business School

Programme: MA Luxury Brand Management

***FHEQ* Level:**   7

Course Title: Contemporary Perspectives in Luxury Business
Environment

Course Code: LBM 7106

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 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. (2014). The Management of Luxury Practitioner's Handbook. London: Kogan Page.

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

Chevalier, M. and Mazzalovo, G. (2012). Luxury Brand Management: A World of Privilege. London: John Wiley and Sons.

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. Pinkhasov, M. & Nair, R. (2014), Real Luxury, Palgrave MacMillan, UK.

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/
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/

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry