

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Richmond Business School
Programme:	Digital Marketing Fashion Management and Marketing Business Management
FHEQ Level:	6
Course Title	Luxury Brand Management
Course Code:	MKT 6104
Student Engagement Hours:	160
Lectures/Seminars	45
Independent / Guided Learning:	100
Supervision:	15
Semester:	Spring
Credits:	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description

Students will gain an insight into the structure of the luxury goods market, and the impact that market change may have upon future prospects and opportunities. This course considers the nature of the luxury product and the competitive advantage that it provides to the delivery of quality, design, image and distinctiveness. The luxury brand concept and definitions are critically examined in full and the various conceptual frameworks that link the luxury brand market to the market for normal goods is explored.

Prerequisites: MKT 5200

Aims and Objectives:

Understand the significance of visual identity and branding of luxury products and services
Explain communication strategies and solutions, for market sectors in the context of industry trends.

Programme Outcomes

Digital Marketing: A1, A3, A4, A5, A7 B3, B4, C1, C2, D1, D4, D5

Fashion Management and Marketing: A1, A4, B2, B3, B5, C1, C2, D1, D5

Business Management: A1, A4, B2, B3, B5, C1, C2, D1, 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:

At the end of this course, the students will be able to:

Knowledge and Understanding

1. Examine theoretical frameworks in relation to brand management in a global market;
2. Demonstrate an understanding of the role of the market for luxury brands and how the marketing strategy differs from other products and services
3. Assess the theoretical frameworks of customer attitudes and behaviours in regards to luxury goods.
4. Analyse the trends and issues facing brand management in the luxury good markets.

Cognitive Skills

1. Evaluate statements in terms of evidence,
2. Define terms adequately and to generalise appropriately.
3. Research, synthesise and apply critical analysis to theoretical and contextual information,
4. Analyse and process information appropriate for fashion retail

Practical and/or professional skills

1. Demonstrate a high level of communication skills in the production of text, oral and visual outcomes, presented to a professional standard,
2. Create innovative commercial solutions within professional contexts.

Key Skills

1. Participate and co-operate within independent, social and team and leadership roles,
2. Develop an entrepreneurial spirit; think laterally and consider fresh perspectives to evaluate, explore and identify new possibilities and alternatives in creating commercial opportunities and in problem-solving.

Indicative Content:

Introduction to Luxury Brands

Luxury brand equity and brand architecture Brand strategy

Benefits of branding for consumers and for firms Managing brands over time.

Brand communication Retail branding

Assessment:

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

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative reading(s). Weekly seminars will support and enhance student learning through the exploration and application of their understanding of marketing in considering marketing scenarios; the gathering of information useful to a marketing led organisation and in presenting information in a coherent and concise manner. Individual or group supervisions will be provided for the set projects/assignments.

Bibliography:***Indicative Text(s):***

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

Kapferer, J. and Bastien, V. (2012) *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands*, Kogan.

Recommended:

Corbellini, Saviolo. (2009) *Managing Fashion and Luxury Companies*. Etas

Okonkwo U. (2007) *Luxury Fashion Branding: Trends, Tactics, Techniques*, Palgrave Macmillan

Ricca, M. and Robins, R. (2012). *Meta-Luxury: Brand and the Culture of Excellence*, Palgrave Macmillan.

Silverstein, Fiske. (2003) *Trading Up: The New American Luxury*. Penguin Book

Tungate, Mark. (2008) *Fashion Brands: Branding Style from Armani to Zara*.

Kogan Page Vinken B. (2005) *Fashion Zeitgeist: Trends and Cycles in the Fashion System*, London: Berg

Websites:

- www.businessoffashion.com
- www.fashionmagazine.it
- www.nytimes.com/pages/fashion/index.html
- www.pambianconews.com
- www.style.com
- www.wwd.com

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus
