

## COURSE SYLLABUS

<b>COURSE TITLE:</b>	Luxury Cross Channel Marketing	<b>COURSE CODE:</b>	FASH 211
<b>PREREQUISITES:</b>	Be there!	<b>SEMESTER:</b>	SPRING 2017
<b>INSTRUCTOR:</b>	Philippe Mihailovich	<b>CREDITS:</b>	3
<b>EMAIL:</b>	philippe@hauteluxe.net	<b>SCHEDULE:</b>	Thursdays 11h30-14h30

### COURSE DESCRIPTION:

The newest form of commerce is omni-channel or cross channel. Omni-channel commerce is all about delivering the best possible customer experience and, consequently, today that means convenience. It's – in its simplest definition – a complete combination of in-store and online, but it really encompasses the utilization of every single channel, from mobile to social to in-store.

### COURSE OBJECTIVES:

Students will learn how to build brand relationships with clients via Branded Content and Omni-channel Marketing.

### EXPECTED LEARNING OUTCOMES:

Students will be required to develop their own Brand Content Strategy and Omni-channel Agency Brief. Individual channel research is required and mid-term research project will be required for grading.

### RECOMMENDED TEXTBOOK:

On-channel readings will be more relevant than texts such as <http://www.fashion-insights.com> and LuxuryDaily.com, ContactLab, internetretailing.net and others. Recommended texts are:

- "**Luxury Strategy in Action**" by Jonas Hoffmann & Ivan Coste-Maniere, 2012, Palgrave Macmillin
- "**The Road to Luxury**" by Ashok Som & Christian Blanckaert, 2015, Wiley
- "**The Luxury Strategy**" by Kapferer & Bastien, Dec 2012) Kogan Page 2<sup>nd</sup> Ed

### EVALUATIONS:

The final grade will be determined as follows:

Attendance	25%
Mid-term research	25%
Final Group Report:	50%-

**COURSE SCHEDULE:**

Dates	Reading/Homework	Session Content
Session 1 2 Feb-2017	List of places to visit & research online/offline	Introductions to each other, to the syllabus and required reading. Basic background to the material and an overview of the objectives and what will be achieved throughout the term.
Session 2 23 Feb-2017	Theory + videos	Differences between Luxury and Mass. From 4P to 4E to Omni. 20th Century Marketing vs 21st Century. The Birth of e-commerce and Brand Content
Session 3 2 March-2017	Theory + Cendrillon Bélanger	The relevance of Contemporary Art and Icons to Brand Universes and Codes
Session 4 9 March-2017	Theory + Allan Joseph	Strategic Planning for Fashion Digital
Session 5 16 Mar-2017	Theory + Iryna LeDeodic	Key theoretical Models and ways to research Cross-Channel Marketing
Session 6 30 Mar-2017	Student Research Workshop	Students to present mid-term research for grading. Meaningful experiences, meaningful sales  Chatterjee on Integrating Luxury Retail Online & Offline
Session 7 6 April 2017	Lectures and workshop Aleksandra Olenska & Mihailovich	Technological integration for brand universe  Debrief following proposals and brief for Final Projects
Session 8 13 Apr-2017	Lectures and workshop	Luxury Brands, Technology & Operational Efficiency. The 4-5 E's, Student examples of best practices by continent
Session 9 20 Apr-2017	Lectures and workshop	The Mobile Shopping Experience, The Wallpad Student visions of the future
27 Apr-2017	Lectures and workshop	Planning Omni-Strategies through to retail The Process of Analysis & Developing Strategy
Session 11 4 May-2017	Lectures and workshop	Course Review & workshops
Session 12 11 May-2017	Coaching Session	Students present for Coaching

Note that additional guest speakers from the field have been invited and are still to confirm dates