



COURSE SYLLABUS

COURSE TITLE:	Creating and developing Luxury brands	COURSE CODE:	MKTG400
PREREQUISITES:		SEMESTER:	FALL 2020
INSTRUCTOR:	Madeleine Haddad	CREDITS:	3
EMAIL:	hi@madeleinehaddad.com	SCHEDULE:	Tuesday 15h30- 18h30

COURSE DESCRIPTION:

This course is an in-depth luxury brand development approach. Students will acquire a 360° vision on how to create a luxury brand and elaborate relevant strategies.

This course will cover:

- The luxury fundamentals
- The luxury industry in today's environment
- The luxury marketing mix
- The luxury brand management
- The digital transformation
- The luxury industry perspectives

The lecture in-class is based on theoretical concepts and demonstrated with study cases.

Tour, visit and guests are part of the program and will be confirmed 2 weeks prior the scheduled dates.

COURSE OBJECTIVES:

The objectives of this course are:

- To acquire the knowledge needed to enter the luxury industry
- To manage the luxury brand concepts
- To develop a luxury brand in today's economy

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Understand the luxury market: past to present / vertical & horizontal
- Define the luxury industries, catch and read the components
- Develop and manage the luxury marketing mix
- Set up specific strategies
- Control the digital transformation for luxury brands

- Anticipate the trends and business moves

MANDATORY TEXTBOOK:

The Luxury Strategy: Break the rules of marketing to build luxury brands
 Jean- Noel Kapferer & Vincent Bastien
 ISBN-13: 978- 0749464912

EVALUATIONS:

The final grade will be determined as follows:

- 20% Attendance, class participation and involvement
- 50% Assignments (6 grades)
- 30% Group project: Oral presentation + written paper

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

GRADING CRITERIA:

Grades will be based on the standard ABS Grading Rubrics available on become.

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 22 Sept	Read 155-165	-Introduction – Class presentation & objectives -The luxury industry management in today’s environment - the neo luxury
Session 2 29 Sept	<i>Thinking out of the box</i> assignment 1	I. Luxury fundamentals: - The luxury concept: What, when, why and how. - the luxury dynamics - The confusing barriers - Anti laws of marketing
Session 3 6 Oct	Case study: <i>Adaptation vs. standardization</i> Assignment 2	II. Luxury brands management 1. The luxury consumption - The target market: the consumers - Western vs eastern - Emerging markets - Adaptation vs. Standardization - Case studies: Chanel (price strategy) & Louis Vuitton (production strategy)
Session 4 13 Oct	Read 279 – 286	2. Brand equity - What is a brand - Brand ecosystem - Building legitimacy - Brand stretching: Vertical and horizontal - Consequences, advantages and risks

Session 5 20 Oct	<i>Luxury influence strategy</i> Assignment 3	3. The digital transformation - Gen Z consumption and perception - A slow transformation - The effects of the digital era - Influence marketing - Study case: L'Oréal beauty - <i>Meeting with follow manager (TBD)</i>
Session 6 27 Oct	<i>Luxury key players</i> Assignment 4	4. The luxury markets: overviews - The automobile - The gastronomy and beverages - The Jewelry and stones - The beauty and cosmetics - Traveling and housing
Session 7 3 Nov	The luxury service Read 314 – 316	5. The luxury product development - The product within the brand DNA - the product functionality - Structuring the luxury range - The expectations and challenges - Study case: Missoni
Session 8 10 Nov	<i>Thinking out of the box</i> Assignment 5	6. The luxury distribution - The price structures - Price challenges - Sales channels - Distribution enhances the brand image - distribution strategies
Session 9 17 Nov		Luxury stores tour or Balmain atelier visit TBD
Session 10 24 Nov	<i>Balenciaga vs. Hermes Communication Strategy</i> Assignment 6	7. Communication and promotion - What do luxury brands communicate about - Brand ambassadors - Local vs Global communication and campaigns - Codes of luxury communication - Visual language: 9 signatures of a brand - Study cases
Session 11 8 Dec	Preparing questions for finals and project	III. Strategic perspectives - Luxury business models - Entering and leaving it - Learning from the luxury - The future of the luxury industry
Session 12 15 Dec		IV. Group presentation



The schedule of Final Exams will be confirmed and published by 31 October 2020. The last day of the semester is 18 December 2020. DO NOT PLAN ANY TRAVEL BEFORE THIS DATE AS THERE ARE NO MAKE-UP EXAMS.