Luxury Brands Management (EM023M06B1)

<table>
<thead>
<tr>
<th>Program</th>
<th>PGE</th>
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<tbody>
<tr>
<td>Module / ECTS / Path / Specialisation</td>
<td>Module : Luxury Brands Management : 5 ECTS.</td>
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<td></td>
<td>• BEM Bachelor in European Management</td>
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<tr>
<td>Discipline</td>
<td>Sales and Marketing</td>
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<tr>
<td>Year</td>
<td>2014</td>
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<td>Semester</td>
<td>B</td>
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<td>Open for visitors</td>
<td>yes (5 ECTS)</td>
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<td>Available places</td>
<td>35</td>
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**Coordinator**

Claude CHAILAN

**Lecturers**

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Population</th>
<th>Email</th>
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<tbody>
<tr>
<td>Claude CHAILAN</td>
<td></td>
<td><a href="mailto:chailan@unistra.fr">chailan@unistra.fr</a></td>
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**Course format**

- Working language : English
- Volume of contact hours : 27 h
- Workload to be expected by the student : 108 h

**Course track**

Track : Attendance

"Attendance" track :
Attendance at lecture / tutorial classes and intermediate / final exams is mandatory. As evaluation of in class work constitutes an essential element of grading, any absence will be penalized and is taken into account for grading purposes (see academic rules and regulations).

"Autonomous" track :
Attendance at intermediate / final exams is mandatory, but students are free to attend lecture / tutorial classes.

For all Master programs and all other programs realized in the form of dual internships (apprentissage), attendance at lecture / tutorial classes and intermediate / final exams is entirely mandatory. Therefore, only the "Attendance" track can be selected.
Contribution of the course to the educational objectives of the programme

How the course contributes to the programme:

**Description**

This course explores the specificities of marketing in the luxury sector. Since brands are intangible assets, creating and nurturing a strong brand is a challenge, particularly in luxury goods and on international markets, where brand identity and image can have a dramatic impact on purchasing decisions.

The course is structured around three main points:
- It first provides an overview of luxury brand management, starting from history, brand functions and brand equity issues.
- It then delivers a set of tools used by brand managers for effective luxury brand management.
- Finally the course focuses on the challenges faced by the luxury industry from a societal perspective and discusses luxury marketing ethical issues.

The course combines the most recent brand management knowledge with practical application, and develops a framework for understanding the essential ingredients of effective marketing of luxury brands.

**Educational organisation**

In class
- Lectures
- Presentations

In groups
- Case studies/texts
- Oral presentations

Assignments
- Individual projects (online assignments, video,)
- Readings

**Learning outcomes**

Upon completion of this course, students should be able to:

- Demonstrate an understanding of the dynamics and international dimension of the luxury goods and services sector
- Demonstrate their ability in the management of the complex interrelationships between all business functions within the luxury goods or services enterprise
- Analyze the vital role brands play in the luxury environment and use a methodology for analyzing brand identity, image, and value for customers
- Appraise, discuss and critically evaluate functional business theories, principles, and practices as they relate to the luxury sector

**Outline**

Session 1 - What makes strong brands?
1 / The origins of branding
Prerequisites

Key concepts to understand:

Knowledge of:

There is no need for any specific pre-requisite courses, although previous attendance to one or more classical marketing courses (such as Consumer Behaviour, Marketing Research, Fundamentals of Marketing) might be helpful.

Teaching material

Documents in all formats
- Syllabus
- Guide
- Case studies

Recommended reading
Major works:

Reference textbook:

Other readings:
• Chevalier M., Mazzavolo G. (2008), Luxury Brand Management: A World of Privilege
• Danziger, P. (2005), Let Them Eat Cake: marketing Luxury to the Masses – as well as the Classes, Dearborn Trade
• Lent, R. (2009), Connect with affluent customers, create unique experiences through impeccable service and close the sale, John Wiley
• Aaker D., Joachimsthaler E., (2000), Brand Leadership, Free Press
• Heding T. (2009) Brand Management: Theory and Practice
• Hoffman S. (2008), Brand Management by Using Special Marketing Strategies
• Keller K.L. (2008), Strategic Brand Management
• Riezebos R. (2004), Brand Management, Prentice Hall
• Silverstein M., (2005), Trading up: why consumers want new luxury good and how companies create them
• Taylor D. (2010), The Brandgym: A Practical Workout for Boosting Brand and Business, John Wiley

Further reading:
- My week as a Room-Service Waiter at the Ritz, by Paul Hemp; HBR reprint R0206B
- Effects of counterfeits on the image of luxury brands, Hieke, Journal Brand Management, 2010

Research works by EM Strasbourg:

Case study:
S.T. Dupont, Back to Brand? ECCH 512-051-1

Case Study:
Club Med: is the Phoenix rising from the Ashes?, ECCH 511-060-1

Assessment

Intermediate evaluation / continuous assessment 1: all sessions
oral / individual / English / weighting: 20%
additional information: Every session of the course will involve interaction in the form of a class discussion. I expect each participant to be prepared at all times to comment in any class session. To reinforce this expectation, I may randomly select participants at the beginning of the session to open the class and throughout the ensuing discussion. Class participation is based on three factors: Answers to questions about readings to be prepared for each session, Preparation for ‘current issues in brand management’ debate at the session beginning, which includes pop quizzes all along the course, Active participation in the classroom. Absences when guest speakers are planned will impact negatively and significantly the class participation grade.

Intermediate evaluation / continuous assessment 2: From session 3 to 10
written + oral / in group / English / weighting: 40%
additional information: four case study * 10% each

Intermediate evaluation / continuous assessment 3: last session
oral (20 min) / in group / English / weighting: 15%
additional information: Final teamwork presentation

Final assessment: exam week
written / individual / English / weighting: 25%
additional information: The final individual exam aims to assess the mastery of the key knowledge in the field of brand management. Usually it is based on questions related to the course material (including readings), or a case study or a multiple choice questionnaire or a mix or the three.

Grounds for expulsion from classes

Behaviors such as

arriving late, leaving early, or exiting the classroom at inopportune moments during class
ostentatiously eating or drinking in class
using smartphones or laptops for non-class-related purposes
reading texts unrelated to the course
discussing topics unrelated to the course
disrespecting the lecturer

may lead to expulsion from the class/course.