

Luxury Brands Management gr.1 (EM023M06)

Program	PGE
Module / ECTS / Path / Specialisation	Module :Luxury Brands Management :5 ECTS. <ul style="list-style-type: none">• Visitants
Discipline	Sales and Marketing
Year	2019
Semester	B
Open for visitors	yes (5 ECTS)
Available places	35

Coordinator

Claude CHAILAN

Lecturers

Instructor	Population	Email
Claude CHAILAN		chailan@unistra.fr

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 inter-national markets, where brand identity and image can have a dramatic impact on purchasing decisions.

The course will essentially deal with three main questions.

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 social 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

Interaction

Discussions / debates

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
- 2/ The triple brand contract

Session 2 - The brand audit

- 1 / What is in a brand? Image and identity
- 2 / Marketing research and brand assessment and conjoint analysis
- 3 / Brand equity

Session 3 -How to define luxury?

- 1 / A socio-historical perspective of the world of luxury goods
- 2 / What luxury is and what it is not
- 3/ Key figures about the market

Session 4 - The DNA of luxury brands

- 1 / A general principle: Incomparability
- 2 / What makes a luxury brand specific
- 3 / The paradoxical mix

Session 5 - Luxury does not come in one size

- 1 / Luxury customer behavior: conspicuous consumption and the self
- 2 / A luxury brands and customers typology
- 3/ The value of luxury brands

Session 6 - The business model of luxury products and services

- 1 / The business model concept
- 2 / Business modeling in the luxury industry
- 3/ Key players in the category

Session 7 - Brand territory and extensions

- 1 / The brand territory matrix
- 2 / Stretching the brand in the luxury business
- 3 / Brand portfolios
- 4/ Time boundaries: Is the PLC relevant for luxury brands?

Session 8 - How to create a luxury brand

Session 9 - Luxury challenges to come

- 1/ Masstige and Premium champions
- 2/ COO, ethics and counterfeiting

Session 10 - Présentations teamwork

Prerequisites

Key concepts to understand :

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:

Kapferer, J.-N., Bastien, V. (2012), *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands*, 2nd edition, Kogan Page

Other books, by order of relevance with respect to the course

- Som, A., Blanckaert, C. (2015), *The Road To Luxury: The Evolution, Markets and Strategies of Luxury Brand Management*
- S. Reinecke, B. Berghaus and G. Müller-Stewens (2014), *The Management of Luxury*, Kogan Page, London
- Wiedmann and Hennigs (2013), *Luxury Marketing: A Challenge for Theory and Practice*, Springer Science and Business Media Editions

Further reading :

- Haire M. (1950), "Projective Techniques in Marketing Research", *Journal of Marketing*, vol. 14, April, 649-656
- Breneiser, J.E., Allen, S.N. (2010) "Taste Preference for Brand Name versus Store Brand Sodas", *North American Journal of Psychology*, vol. 13, n°2, 281-290
- Berthon P., Pitt L., Parent M., Berthon J.-P. (2009), "Aesthetics and Ephemerality: Observing and Preserving the Luxury Brand", *California Management Review*, vol. 52, n°1, 45-66
- Wetlaufer, Suzy (2001), "The perfect paradox of star brands: An interview with Arnault of LVMH", *Harvard Business Review*, 79 (9), 116-123
- My week as a Room-Service Waiter at the Ritz, by Paul Hemp; HBR reprint R0206B
- Jiang, L., Cova, V., (2012), "Love for Luxury, Preference for Counterfeits - A Qualitative Study in Counterfeit Luxury Consumption in China", *International Journal of Marketing Studies*, vol. 4, issue 6, pp. 1-9
- 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

Case study: Havana Club: Cuban Ron Guerilla : Forthcoming

Assessment

Intermediate evaluation / continuous assessment 1 :

written / individual / English / weighting : 20%

additional information : Randomized Ceras' (Critical Evaluation of a Research Article) AND readings

This evaluation serves to measure LO1.1, LO2.3, LO4.2

Intermediate evaluation / continuous assessment 2 :

oral / individual / English / weighting : 25%

additional information : Class Participation

This evaluation serves to measure LO1.1, LO2.2, LO2.3, LO4.2

Intermediate evaluation / continuous assessment 3 :

written + oral / in group / English / weighting : 20%

additional information : Case studies analysis

This evaluation serves to measure LO1.1, LO2.1, LO2.2, LO2.3, LO4.2

Final assessment : last session

written + oral / in group / English / weighting : 35%
additional information : Capstone Luxury Brand Analysis
This evaluation serves to measure LO1.1, LO2.1, LO2.2, LO2.3, LO4.2

Grounds for expulsion from classes

Such behaviors as...

arriving late, leaving early or unannounced leaving of the classroom during class time

disruptive eating or drinking in class

using smartphones and laptops for non class-related purposes

reading non class-related documents

chatting on non class-related issues

showing disrespect towards lecturers

... may lead to expulsion from classes.