



**COURSE SYLLABUS**

**Academic Year 2016-2017**

**Major**

**Luxury Brand Management**

**Major Coordinator:**

**NATHALIE PALDACCI**

## Detailed course syllabus

### Academic year 2016-2017

Module:	Introduction to Luxury: evolution towards a new Luxury			
Code:	<b>IBSM2-1MC29</b>			
Semester:	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2		
Campus:	<input checked="" type="checkbox"/> Paris	<input type="checkbox"/> Bordeaux	<input type="checkbox"/> Chambéry	<input type="checkbox"/> London
Module hours:	<b>45</b>			
ECTS credits:	<b>5</b>			
Teaching language:	<input type="checkbox"/> French	<input checked="" type="checkbox"/> English		

### 1. Module description

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This set of courses set the settings that are indispensable to understand the domain of Luxury that is undergoing profound changes

### 2. Learning objectives

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- Get an overview of the luxury market
- Understand the new challenges that companies face nowadays
- Learn the different behaviour through major sociologists' prism (Veblen, Bourdieu, Blummer, Simmel..)

### 3. Prerequisites

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- Marketing & communication knowledge

### 4. Teaching methods

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Lecture     Introductory seminar     Tutorial     Conference     E-learning

Other, specify:

## 5. Reading material

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J.NKapferer : “Kapferer & Bastien, "The Luxury Strategy" (Dec 2008) Kogan Page  
 Michael R. Soloman, Consumer Behavior: Buying, Having, and Being, New Jersey: Pearson, 2009.  
 Luxury Brands Geopolitical survey , Giles Gibbons , The Economist  
 Tungate, M, "Luxury World" (Oct 2009) Kogan Page

## 6. Assessment

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- Intermediate exam                       Final exam  
 Group project:                                       Individual project                       Oral presentation  
 Continuous assessment

### Detailed assessment methods for each course

Courses	Assessment Methods	Weights
What is Luxury : an introduction to the Domain & its sectors	Intermediate exam	1/3
Understanding the Luxury and its changes	Group project	1/3
Consumer behaviour in the Luxury	Individual project	1/3

## 7. Course outline

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N°	What is luxury ?	Course hours
1	Definition	1.5
2	Components and sectors	1.5
3	markets & Figures	1.5
4	Main actors that compose the landscape of the Luxury	1.5
5	LVMH	1.5
6	Kering	1.5
7	Richemont	1.5
8	Estee Lauder	1.5
9	L’Oreal	1.5
10	Others	1.5

N°	Understanding the Luxury and its changes	Course hours
1	Luxury from Colbert to the nineties	1.5
2	The democratization of the Luxury	1.5
3	Merger & Acquisition	1.5
4	The driving forces changing the perception of Luxury	1.5
5	The new demand	1.5
6	The threats of Fast Fashion	1.5
7	Digitalization or not ?	1.5
8	See now buy now : opportunity of threat ?	1.5
9	The e-commerce : in or out ?	1.5
10	The new markets and their opportunities	1.5

<b>N°</b>	<b>Consumers behaviour in the Luxury</b>	<b>Course hours</b>
1	The Veblen model of consumption	1.5
2	The Simmel model of consumption	1.5
3	The Blumer model of consumption	1.5
4	The Bourdieu model of consumption	1.5
5	Customers profiles according to the geographical market	1.5
6	The tribal effect	1.5
7	The Millennial	1.5
8	The lifestyle	1.5
9	Connoisseurs vs Aspirational customers	1.5
10	Customers' perception & association	1.5

## Detailed course syllabus

### Academic year 2016-2017

Module:	Luxury experience management			
Code:	IBSM2-1MC30			
Semester:	<input checked="" type="checkbox"/> 1	<input type="checkbox"/> 2		
Campus:	<input checked="" type="checkbox"/> Paris	<input type="checkbox"/> Bordeaux	<input type="checkbox"/> Chambéry	<input type="checkbox"/> London
Module hours:	45			
ECTS credits:	5			
Teaching language:	<input type="checkbox"/> French	<input checked="" type="checkbox"/> English		

### 1. Module description

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This course aims at embracing the key strategies to creating the Customer experience, which is vital to develop the loyalty through a positive attitude

### 2. Learning objectives

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- Learn the main dimensions that compose the relationship within the luxury environment
- Engage yourself into a new Luxury Attitude that is expected by the main actors
- Master the new model of Marketing that rules the Luxury Brands
- Create a memorable experience that is crucial to re-inforce loyalty

### 3. Prerequisites

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- Marketing & communication knowledge

### 4. Teaching methods

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- Lecture     Introductory seminar     Tutorial     Conference     E-learning

Other, specify:

### 5. Reading material

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J.NKapferer : "Kapferer & Bastien, "The Luxury Strategy" (Dec 2008) Kogan Page  
Michael R. Soloman, Consumer Behavior: Buying, Having, and Being, New Jersey: Pearson, 2009.  
Customer Experience - Future Trends & Insights / Colin Shaw, Qaalfa Dibeehi, Steven Walden  
The DNA of Customer Experience - How Emotions drive value / Colin Shaw  
Building great Customer experiences / Colin Shaw, John Ivens

## 6. Assessment

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- Intermediate exam       Final exam  
 Group project                       Individual project                       Oral presentation  
 Continuous assessment

### Detailed assessment methods for each course

Modules	Assessment Methods	Weights
E-Movie Learning Luxury Attitude	Individual project	1/3
Luxury Experience	Group project	1/3
The 4es model	Final exam	1/3

## 7. Course outline

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N°	E-movie learning Luxury Attitude	Course hours
1	Kick off / steps and rules	1.5
2	The brand promise	1.5
3	The 3 dimensions	1.5
4	The professional dimension	1.5
5	<b>Tutorial intermediate check point</b>	1.5
6	The Human dimension	1.5
7	The aesthetic dimension	1.5
8	The ON/OFF	1.5
9	Debt & Gift & the personalization	1.5
10	<b>Tutorial final check point</b>	1.5

N°	Luxury Experience	Course hours
1	Quality : objective vs subjective	1.5
2	Objective quality	1.5
3	Tangible experience product oriented and its functionalities	1.5
4	Subjective quality	1.5
5	Emotional experience : the value-added	1.5
6	Key to success of a great experience	1.5
7	Element composing the experience	1.5
8	Hermès case studies	1.5
9	Louis Vuitton case study	1.5
10	Experience in the Hospitality sector	1.5

<b>N°</b>	<b>The 4es model</b>	<b>Course hours</b>
1	From 4ps to 4es model	1.5
2	Emotion	1.5
3	Experience	1.5
4	Engagement	1.5
5	Exclusive	1.5
6	Analyzing the 4es : hospitality	1.5
7	Analyzing the 4es : beauty sector	1.5
8	Analyzing the 4es : fashion sector	1.5
9	Analyzing the 4es : jewelry sector	1.5
10	Analyzing the 4es : yachting sector	1.5

## Detailed course syllabus

### Academic year 2016-2017

Module:	Communication & Events in the luxury sector			
Code:	IBSM2-1MC31			
Semester:	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 1		
Campus:	<input checked="" type="checkbox"/> Paris	<input type="checkbox"/> Bordeaux	<input type="checkbox"/> Chambéry	<input type="checkbox"/> London
Module hours:	45			
ECTS credits:	5			
Teaching language:	<input type="checkbox"/> French	<input checked="" type="checkbox"/> English		

### 1. Module description

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This course provides students with strategies and tools that are prominent in the Luxury sector. Communicating while keeping both brand DNA and image is crucial to maintaining a longlasting influence in the Luxury markets

### 2. Learning objectives

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- evaluate the Brand equity of Luxury Brand
- manage the duality between online and offline
- elaborate a succesful communication strategies
- manage the brand contents through social media

### 3. Prerequisites

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- Marketing & communication knowledge

### 4. Teaching methods

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Lecture     Introductory seminar     Tutorial     Conference     E-learning

Other, specify:

### 5. Reading material

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Keller, K.L. (2000b). "Building and managing corporate brand equity  
Helen Deresky, International Management Managing Across Borders and Cultures, International Edition, New Jersey: Pearson, 2011.  
Kenneth E. Clow & Donald Baack, Integrated Advertising, Promotion, and Marketing Communications, New Jersey: Pearson, 2010.



## 6. Assessment

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- Intermediate exam       Final exam  
 Group project       Individual project       Oral presentation  
 Continuous assessment

### Detailed assessment methods for each course

Courses	Assessment Methods	Weights
Brand equity management	Group project	1/3
Integrated marketing communication for luxury goods	Final Exam	1/3
Luxury Digitalization	Individual project	1/3

## 7. Course outline

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N°	Brand equity management	Course hours
1	Brand definition; mission	1.5
2	Brand equity definition	1.5
3	Brand equity component	1.5
4	Loyalty	1.5
5	Awareness	1.5
6	Associations, image & positioning	1.5
7	Perceived quality	1.5
8	Financial assets	1.5
9	Brand equity assessment model	1.5
10	Case study	1.5

N°	Integrated marketing communication for luxury goods	Course hours
1	Types of communication	1.5
2	Personalization of the communication means	1.5
3	In-store communication / Pop-up	1.5
4	Co-branding	1.5
5	Advertising	1.5
6	Events	1.5
7	Dealing with bloggers & vloggers	1.5
8	Managing the social media	1.5
9	Placement & endorsement	1.5
10	Omni-channel strategies	1.5

<b>N°</b>	<b>Luxury Digitalization</b>	<b>Course hours</b>
1	Digitalizing the Luxury	1.5
2	Combining duality offline / online strategies	1.5
3	Phygitalization strategies	1.5
4	In-store Digitalization	1.5
5	Digitalized fashion show	1.5
6	Burberry case	1.5
7	See now Buy now strategies	1.5
8	Test & learn	1.5
9	Digitalization vs human touch	1.5
10	Managing appropriately the digitalization	1.5

## Detailed course syllabus

### Academic year 2016-2017

Course:	CSR and strategy in the Luxury sector			
Code:	IBSM2-1MC32			
Semester:	<input checked="" type="checkbox"/> 2	<input type="checkbox"/> 1		
Campus:	<input checked="" type="checkbox"/> Paris	<input type="checkbox"/> Bordeaux	<input type="checkbox"/> Chambéry	<input type="checkbox"/> London
Module hours:	45			
ECTS credits:	5			
Teaching language:	<input type="checkbox"/> French	<input checked="" type="checkbox"/> English		

#### 1. Module description

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These three modules are providing students with a broad set of knowledge covering key topics in the luxury such as Ethical issues, corporate social responsibilities. Moreover, students will be able, after the completion of the course, to suggest brands on diverse strategies such as brand extension and brand diversification.

#### 2. Learning objectives

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- Evaluate the effectiveness of CSR campaigns for luxury brands, make recommendations and - - -
- Elaborate communication plans based on CSR.
- Devise set of news strategies so as to maintain brand position on a defined market

#### 3. Prerequisites

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Strategic management, brand architecture, economy

#### 4. Teaching methods

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- Lecture     Introductory seminar     Tutorial     Conference     E-learning
- Other, specify: group discussion (case study)

#### 5. Reading material

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RM Grant "Contemporary Strategy Analysis" 6th edition (2007), Blackwell Publishing  
David Besanko Economics of Strategy, 5th edition (2009), Wiley  
Arthur M. Hughes, Strategic Database Marketing, New York: McGraw-Hill, 2006.  
Svend Hollensen, Marketing Management: A Relationship Approach, London: Pearson, 2010.

Torben Juul Andersen & Peter Winther Schrøder, Strategic Risk Management Practice, Cambridge:  
 Efraim Turban et al., Decision Support and Business Intelligence Systems, 8th edition, New Jersey:  
 Pearson Prentice Hall, 2007.

## 6. Assessment

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- Intermediate exam       Final exam  
 Group project       Individual project       Oral presentation  
 Continuous assessment

### Detailed assessment methods for each course

Courses	Assessment Methods	Weights
Corporate & social responsibilities	Individual project	1/3
Strategy in the luxury sectors	Final exam	1/3
Case study	Group project	1/3

## 7. Course outline

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N°	Corporate social responsibilities	Course hours
1	Perceived contradiction between CSR & Luxury	1.5
2	The important distinction for Luxury brands between morality & ethics	1.5
3	CSR & Human resource management	1.5
4	The case of LVMH	1.5
5	Managing the crisis	1.5
6	The case of the Dorchester Collection Hotels	1.5
7	The Kimberley Process and the responsible Jewelry Council	1.5
8	Richemont , Montblanc and Cartier : mistakes in handling CSR issues	1.5
9	The importance of foundations for Luxury brands	1.5
10	CSR & sponsorships campaigns	1.5

N°	Strategy in the Luxury sectors	Course hours
1	Brand competitive advantage: Porter's 3 generic strategies model	1.5
2	Focus strategy	1.5
3	Differentiation strategy	1.5
4	Overall cost leadership	1.5
5	How to compete in a highly intense internal rivalry	1.5
6	How to defend the leader position	1.5
7	Rising entry barriers & exit barriers	1.5
8	Brand extension & Diversification	1.5
9	Key to success	1.5
10	Armani case	1.5

<b>N°</b>	<b>Case study</b>	<b>Course hours</b>
1	Hospitality	3
2	Fashion industry	3
3	Jewelry	3
4	High-end watches	3
5	Gastronomy	3