

Managing Luxury Brands

Paris, 25/26/28/29 July 2011
16 contact hours / 2 ECTS credits

The course will expose students to socio-culturally-inspired analyses of luxury consumption, addressing the luxury consumer culture from multiple perspectives – marketing (primarily), economics, communication, history, and sociology, in high-, middle-, and low-income countries. The course will engage in a critical analysis of luxury consumerism based on readings from industry and from popular culture sources. One goal of the course is to determine how luxury consumers and aspirational consumers navigate and negotiate their status identity within a framework of a powerful, dynamic, and omnipresent luxury-brand culture.

Course Schedule

Monday, 25 July (9:30 – 11:00, 11:30 – 13:00)

- Introduction to Course
- Project Tools
- The History and Culture of Luxury
- The Luxury Industry
- The Macroenvironment of Luxury Consumption
- Luxury Marketing Concepts
- The Luxury and High Fashion Lexicon
- Evening Experience Assignment: Le Grand Luxe à Paris

Tuesday, 26 July (9:30 – 11:00, 11:30 – 13:00)

- The Luxury Consumer
- Luxury Market Segment
- Luxury Branding Strategy
- The Luxury Brand Portfolio
- Branding Strategies for Luxury Products
- The Luxury Bandwagon and Mass Luxury
- Protecting the Grande Marque

Thursday, 28 July (9:30 – 11:00, 11:30 – 13:00)

- Luxury Consumer Research Analysis – Presentations and Discussions
- Pricing Strategies for Luxury Brands
- Haute Retailing and the Distribution of Luxury Brands
- Selling the Good Life: Luxury Promotion Strategies
- Case Analyses – cases to be determined

Friday, 29 July (9:30 – 11:00, 11:30 – 13:00)

- Strategic Marketing: Luxury Brand Targeting Strategies
- Luxury Positioning – the (Mass?) Market's Ideal Point
- Organizational Considerations
- Luxury Brand Analysis – Presentations and Discussions
- Final Exam (40 minutes)

Learning Objectifs

The primary objectives of the course are to:

- Identify the basic elements of luxury marketing
- Develop a “working knowledge” of luxury branding
- Develop an understanding of luxury market segments and of the luxury consumer culture
- Link marketing theory with luxury marketing practice in the process of developing marketing strategies for luxury brands

Course Outline

- A History of Luxury
- Premium Brands vs. Luxury Brands
- Laws of Marketing: Why Many Do not Apply to Luxury Brands
- Luxury Consumer Segments
- Building and Flexing the Luxury Brand
 - Examples from Fashion, Art, Charity
 - Strategies for Building Luxury Brand Equity
 - Luxury Brand Stretching
- Luxury Branding Strategy
 - Brand Management
 - Pricing Luxury
 - Exclusive Distribution Channels
 - Communicating Exclusivity for Luxury Brands
 - E-marketing Applications
- Luxury Business Models

Teaching Method

Classes will be conducted in a lecture and discussion format promoting extensive student participation. Throughout the course students will be exposed to different teaching styles; class discussions and business examples will be alternated throughout the course.

Assessment

20%	Luxury Consumer Research (Group)
30%	Luxury Brand Analysis (Group)
30%	Participation (Individual)
20%	Final Exam (Individual)

Required Readings:

Glyn Atwal and Alistair Williams, "Luxury brand marketing – The experience is everything!" *Journal of Brand Management* (2009) 16, 338–346.

Klaus-Peter Wiedmann, Nadine Hennigs, and Astrid Siebels, Value-based segmentation of luxury consumption behavior, *Psychology and Marketing* (2009), 26, 625–651.

Christopher M. Moore, Grete Birtwistle, "The nature of parenting advantage in luxury fashion retailing – the case of Gucci group NV", *International Journal of Retail & Distribution Management* (2005), 33 (4), 256 – 270.

Uché Okonkwo, "The luxury brand strategy challenge," *Journal of Brand Management* (2009) 16, 287–289.

Ian Yeoman and Una McMahon-Beattie, "Luxury markets and premium pricing," *Journal of Revenue and Pricing Management* (2006), 4 (4), 319-328.

Yann Truong, Rod McColl, and Philip J Kitchen, New luxury brand positioning and the emergence of *Masstige* brands, *Journal of Brand Management* (2009) 16, 375–382.

Suggested Readings

The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands, by Jean-Noel Kapferer and Vincent Bastien (2009)

Luxury Fashion Branding: Trends, Tactics, Techniques, by Uche Okonkwo (2007)

Crossing Fifth Avenue to Bergdorf Goodman: An Insider's Account on the Rise of Luxury Retail, by Ira Neimark (<http://iraneimark.com/index.htm>) (2006)