Course form to fill in (2022-2023)

Course title:

FASHION AND LUXURY GOODS MARKETING

Staff responsible for the course:

Sébastien Santos

Lecturers:

First Name + Name
Sébastien Santos

1) COURSE PRESENTATION

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.
You must fill in the field under the format "the student should be able to…" using action verbs such as define, realise, control… (This description should not take more than ten lines)

At the end of the course, the student should be able to:
• Identify the specificities of luxury and be aware of the main differences with mass market and fashion, in order to
understand the luxury clients' needs
• Communicate effectively in luxury (with clients, media, influencers)
• Make informed business decisions about marketing and sales issues, knowing the main challenges of the luxury industry (sales channels, communication, massification)

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.
Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). (This description should not take more than five lines)

N/A

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.
(The description should not take more than ten lines)

1) Ice-breaking, introduction and definitions: luxury, fashion, brand, identity and image
2) Overview of the luxury industry. Business case: from shoes to make-up
3) Luxury or luxuries? The clients of luxury, luxury theories, distribution channels, HNWI
4) Business case: Chaumet's revival
5) Brands and celebrities
6) PR&Events
7) Business case: The Blonde Salad
9) Luxury and digital marketing

2) *WORKING LOAD*

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
Effective presence		
- Magistral Course		
- Interactive Course	16	+ 4h of corporate sessions
- Tutorials		
- Coaching		
- PBL Course		
Training from a distance		
- Video-conferences		
- Webinars		
Self-learning		
- Books 'readings	10	
- E-learning		
- Research		
Outdoors-training		
- In firms		
- Internship		
Personal work		
- Group Projects	4	
- Individual Projects		
- Personal work		
Total working time for the student	*34*	

3) *EDUCATIONAL METHODS*

Tick here the different educational methods used:

☐ Coaching
☒ Case Study
☐ E-Learning and/or Self-learning
☒ Interactive courses
☒ Presentations
☒ Projects
☐ Research
☐ Seminars
☐ Tutorials
☒ Visits

4) *ASSESSMENT*

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

List the assessment for each modality.

<u>TABLE 2</u>

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment			
	Mid-term exam			
	Participation			20
	Oral presentation			50
	MCQ			
<u>Final exam</u>	Oral final exam			
	Written final exam			
<u>Others</u>	Case study			
	Group Project			30
	Individual Project			
	Written assignment			
	Exercises			
Total				**100%**

5) <u>RECOMMENDED READING</u>

Name of books (indicate only three or four must-read references) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :
The Luxury Strategy: Breaking The Rules Of Marketing To Build Luxury Brands, Jean-Noel Kapferer and Vincent Bastien, Kogan Page (2012)
What is a luxury brand? A new definition and review of the literature, Ko, E., Costello, J., Taylor, C., Journal of Business Research (2017)

Reviews :

<u>Internet Resources:</u>
Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL