Module code	LBM729	Level	7
Module title	Luxury Experiences	Credit value	10
Programme(s) on which the module is taught	MA Luxury Brand Management MA International Fashion Marketing	ECTS Credits	5
		Notional learning hours	100

1. Pre-requisite modules

None.

2. Module aims and objectives

This module aims to provide students with an opportunity to understand, critically evaluate and apply conceptual frame works and theory to the domain of global luxury services. It will enable students to appreciate the more refined areas of luxury service and to develop an understanding of leadership effectiveness and its relationship within the organisational culture of luxury services, and hospitality as a major service example.

The module will compare the service experience in the luxury retail sector and will provide students with a deep knowledge about business development, frameworks, processes and constraints associated with luxury service

3. Learning outcomes

A)   Knowledge and understanding
Upon successful completion of this module the students will be able to:

A3.   Demonstrate an understanding of relevant business management theoretical and methodological approaches. Know how to design and conduct market and product research, use data and interpret results in an ethical way. Understand how to adapt brand and marketing plans to different market and cultural contexts, conscious of the complexity and ambiguity of the environment.

B)   Skills
Upon successful completion of this module the students will be able to:

B2.   Develop creative and innovative skills and be able to apply them to luxury brand management. Connect the known and the unknown, adapting to change, uncertainty and work fluidly across disciplines. Manage creative tension, generating fresh, sustainable, ideas. Adopt an entrepreneurial approach to problem-solving, applying knowledge inventively.

4. Indicative content

1. What is the Luxury Experience?
This session will look at experience and how it has become a major concept which is now unavoidable where all products and services including luxury are sold as an experience. Definitions of the customer experience are subject to a range of intangible dimensions of customer experiences and behaviour.

2. Service oriented thinking

Luxury services are personal experiences whether it be a hotel or retail store which are invariably designed to meet individual needs and expectations. In this session the focus will be on service dominant logic and the service ethos, the scope and characteristics of service provision. Further to this focus will be on the management implications arising from the service characteristics of the experience.

3. Cultural capital

Much of this session will look at the seminal work of French sociologist Pierre Bourdieu on how taste arises not just culturally, but also its influence on social status and recognition, all issues that were well recognised by Cesar Ritz when he set the standards of the stylized grand dining room. Bourdieu's work has relevance beyond dining. In this we are concerned with the purchasers of the luxury product or service.

4. The servicescape

A further look at the servicescape in the context of ambience, décor, space and their effect on behaviour, or it could be a natural servicescape on the Global luxury tourist experience The effect of ambient conditions on the consumer/client when referring to the widest range of where experience takes place.

5. Designing and managing the experience

The service is designed through the servicescape, the layout, the flow of processes, the integral part played by the client in the process and their experience within the process. In this session there is a need to look at what can be undertaken to reduce the likelihood of failure in the service delivery. The use of blueprints and the identification of fail points in the process.

6. What is luxury travel andhospitality?

High-net-worth individuals are pickier than ever about where they spend and craving innovative and immersive experiences above all else. So the luxury travel industry must rise to the challenge. Luxury travel is the delivery of superior services and products in a convenient and engaging way. Clients want the best – from the positive and professional greeting by our doormen, to our plush beds and gourmet meals from in-room dining – the products and services should be outstanding. Luxury can also be synonymous with convenience. Within this area there will also be some focus on food & beverage

7. the luxury retail experience

The focus in the retail experience is increasingly on those luxury products that offer a story, an experience value as well as an individual and emotional experience. The future buyers will be willing to spend a lot of money for something special, with a unique customer experience. As digitization has progressed over the past two decades; luxury brands have the potential to have more channels, options and reach to deliver their brand promise in reality. Realizing the full potential of these many opportunities and channels in the offline and online worlds is both a challenge and an opportunity for luxury brands.

8. The quality influence

From the organisation perspective what is service quality and how can service quality problems be identified. Measuring and improving service quality. The influence of awards such as the Michelin star rating on restaurant quality for example, the measurement of quality using measures such as the experiential marketing mix experience, exchange, extension, emphasis, empathy capital, emotional touch points, mic/etic process. The academic perspective, looking at how actual performance compares with expected performance.

9. Areas for research in the luxury 'experience' sector

The aim of this session is to consider areas within the service sector where there is a need for further awareness which could be useful to luxury services generally and sectors specifically. Also,

the session will look at the current areas of interest within the service domain. The developments in the UK, the Eurozone both going through various developments following an unprecedented economic downturn, growth in Asia and possible opportunities in other areas of the world. At a more micro level what are the trends and behaviours of the affluent toward particular luxury service offerings? What are the challenges for suppliers and buyers of particular luxury services? The session will also summarise on the luxury service journey.

Industry site visit: There will be a site visit to a sector to be finalised. Students will prepare a set of questions for the site visits and a report on their visit for discussion.

Guest speakers: Guest speakers will be inputting to the programme.

5. Learning and teaching - methods

Lectures, seminars and workshops are used to explore the various topics from different perspectives and to lay the foundations for the module. Students will be involved in an interactive learning environment to encourage dialogue, discussion, and self-reflection and peer team/group learning.

A series of individual and group tutorials will support students in the preparation for and development of their assignments. Appropriate case materials will support the teaching. Insights into effective leadership, functional processes, performance measurement frameworks and best practice in the field of luxury will form a fundamental part of the teaching and learning strategy of this module. To support this aim, guest speakers from industry will be invited and site visits will be undertaken.

This module will be delivered in line with the BAM pedagogic principles (see programme handbook for full details). Specifically, for this module:

BAM Pedagogic principle	How it applies to this module
1. Ed tech application	This module will feature full use of the VLE to include programme materials and assessment guidelines. It will also make use of on on-line discussion groups, to support and challenge students. The module will feature cases and simulations that are delivered and supported on-line to enable 24/7 access and learning opportunities outside of the scheduled sessions. Students will be expected to use online research to discover and challenge ideas offered by the tutor and their peers. The second assessment will be digitally enhanced.
2. Multicultural and diversity	Cases and background information will be used to support the modules from a range of economic and cultural scenarios. Students will be expected to compare and contrast applications across geographic and cultural backgrounds.
3. Solution focused and practice oriented	Application of understanding will be expected through the use of contemporary and future focused predictive work, enabling the student to nagger with real life and real time issues and challenges.

4. Integration of learning	This module will draw on student experience and learning from other modules such as marketing communication, marketing psychology, and marketing strategy.
5. Assessment for learning	The assessments for this module require formative work in support of full submission thereby allowing for learning by doing rather than assessment as an end point.

This is an example of the notional learning hours for this module:

10 credit module - 100 learning hours	
Directed learning	**24 hours**
Lectures and seminars	24
Indicative Collaborative Learning (non-directed)	**6 hours**
Field trip / company visit / mystery shop	3
Tutorials	3
Indicative Self-directed learning	**70 hours**
Preparation for class	10
Self-study after class	15
Preparation for formative and summative assessments	15
Assessment	30
Total	100

6. Assessment and relative weightings

Formative Assessment (indicative):
Students will have the opportunity to produce a short video reportage of any personal experience they have had of a business that has exceeded their service expectations.

Summative assessment, Individual assignment, 3000 words (+/- 10%) (100% TMM)
The assignment will take the form of a researched article using primary and secondary data, for a luxury experience of your choice. Students will be required to explore, analyse and critically evaluate two businesses by contrasting and comparing the service models, constructs and theory studied on this module. The work will provide recommendations for each business. The assignment will be written as an article for a Luxury journal. Students must consider the appropriate journal for this article and the readership profile.

Extra guidance note
1. This is to be presented as a journal article for a luxury journal of the student's choice.
2. Students will identify the appropriate journal 500 words of the 3000 words total will be devoted to a rationale as to why you have chosen this journal.
3. You will be primarily assessed on how well you can apply and use the theories learned on the module to the service you have chosen. This centres upon the quality of your analysis and evaluation in this context. Good reports will argue why you think something is the case rather than rely on simple description. Marks will also be awarded for how the

research has been logically presented and the points clearly made and explained. In summary, you will be assessed on how well the brief was addressed taking into consideration the analytical quality of the written presentation, its overall structure and the development of a suitable conclusion.

7. Mapping of assessment tasks for the module						
Assessment tasks	**Learning outcomes**					
			A2	**B2**	**B3**	**B7**
Summative Assessment – Individual assignment			x	x	**x**	**x**

8. Key reading

Core textbook(s)

Batat, W (2019) The New Luxury Experience, Springer, Switzerland AG

Further reading

Batat, W (2019) Experiential Marketing, Routledge, Oxford

Swarbrooke, J (2018) The Meaning of Luxury in Tourism, Hospitality & Events, Goodfellow, Oxford

Chevalier, M & Gutsatz, M (2012) Luxury Retail Management, Wiley, Singapore

Lovelock, C & Wirtz, J (2017) Services Marketing, Pearson Prentice Hall, New Jersey

Sloan, D et al. (2003) Culinary Taste Consumer Behaviour in the International Restaurant Sector, Elsevier, Oxford

Wiedmann KP & Hennigs N. (2012) Luxury Marketing: A Challenge for Theory and Practice, Springer, Hannover

Other resources

The Rise of Experiential Travel Report, Peak & Skift: http://www.peakdmc.com
BBC Business: http://www.bbc.co.uk/news/business/
Business Week: http://www.businessweek.com/
Chartered Management Institute: http://www.managers.org.uk/
Drapers: www.drapersonline.com
The Economist: http://www.economist.com/
Entrepreneur: http://www.entrepreneur.com/
Financial Times: http://www.ft.com/home/uk
Fortune Global 500: http://money.cnn.com/magazines/fortune/global500/2010/
Luxury Council Europe: http://luxurycouncil/europe.com
LSN Global: https://www.lsnglobal.com/login

The Business of Fashion: www.businessoffashion.com

The Luxury Channel: https://theluxurychannel.com/

RUL Discovery