

Module code	LBM730	Level	7
Module title	Historical Perspectives in Luxury	Credit value	10
Programme(s) on which the module is taught	MA Luxury Brand Management	ECTS Credits	5
		Notional learning hours	100

1. Pre-requisite modules

None

2. Module aims and objectives

This elective module provides a platform to identify, engage with and critically reflect upon:

- the notion of luxury, its conception, its influences, and historical positioning
- the importance of luxury as a value in society
- the significance of luxury within the cultural fabrication of the sensual and prestigious trends and developments within the luxury industry

The module aims to empower students to develop their own conceptual framework for defining and questioning what luxury is and the implications for brand management. Students will understand the impact of important factors, debates and beliefs, and their interaction with luxury business practices, allowing future business leaders to be better equipped to forecast, predict and prepare for future issues and challenges.

3. Learning outcomes

A) Knowledge and understanding

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

- A1. Define luxury, its methods and practices; distinguish it from premium and mass market. Know how to market, manage and appreciate luxury's interrelationship with other disciplines and business functions.
- A3. Demonstrate an understanding of relevant business management theoretical and methodological approaches. 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:

- B3. Think strategically to develop research and creative briefs. Assess demand, plan and prioritise in working with own and other organisations. Use appropriate quantitative and qualitative research methods. Exercise judgement in translating ideas into products and service systems. Formulate appropriate go-to-market strategies based on analysis of sometimes complex evidence.

4. Indicative content

The module follows the chronological unfolding of history, embracing different civilizations and cultural practices. After a general introduction to the concept of luxury, the module will explore, through the analysis of different case studies, the interplay of variables shaping the social, cultural, and economic implications of luxury.

- The concept of luxury: the scholarly debate among definitions, contradictions and ambiguities; dimensions and perspectives on luxury; intersections between individual, social, and corporate semantics
- Ancient Luxury: religious beliefs, political power, production and trade. Key concepts: rarity, restrictions on supply and consumption and craftsmanship as contributions to luxury
- The birth of the modern luxury industry: Focus on Paris, as a centre of the production of luxury goods including paintings, porcelain, furniture, glass, tapestries, silk, fine veneers.
- Ancient luxury in Asia. Focus on China, Japan and the Middle East.
- Heritage Branding: “Make a better future by developing elements from the past.”
- Nostalgia in Branding: wrapping up luxury with nostalgia, patina, and emotions.
- Brand revival: relaunching historical brands in a contemporary market

5. Learning and teaching methods

Students will examine luxury from varied historical and cultural perspectives, and through the analysis of case studies and in-class debates, etc. students will draw out findings and examples in their study. In-depth question and answer sessions will be undertaken to explore each topic and active debates will be encouraged. Group work activity apportioned to the various ‘learning teams’ created at the beginning of the course. Students will be asked to use a variety of tools in communicating and are required to challenge conventional presentation methods and platforms in stimulating self-reflection.

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. Education Technology	Students can present their findings using varied formats (a video presentation for the brand communication plan for example), infographics to present brand timelines and so on.
2. Multicultural and diversity	We examine luxury in history taking a global perspective and showing how different cultures have influenced luxury production
3. Solution focused and practice oriented	Students are required to apply heritage branding concepts to a live project offering recommendations on how to leverage historical elements for a contemporary brand.
4. Integration of learning	Students will be asked to apply reflective experiences of the team project in their final presentation.

5. Assessment for learning	Students are evaluated on their ability to apply concepts critically to current business issues.
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This is an example of the notional learning hours for this module:

10 credit module – 100 learning hours	
Directed learning	33 hours
Lectures	9
Seminars	15
Other (museum visits)	9
Collaborative Learning	3 hours
Tutorials (1:1 and group)	3
Self-directed learning	64 hours
Preparation for class	12
Self-study after class	12
Preparation for assessments	20
Assessment	20
Total	100

6. Assessment and relative weightings

Formative Assessment

Students' active participation in seminar activities (case study discussions, role play etc) will generate written outputs on which formative feedback will be received. Written formative feedback will prepare students for subsequent assessments.

Summative Assessment

Summative Assessment 1 - Individual essay, 3000 words (+/- 10%) (60% TMM)

Students choose one of the categories viewed in the museum visits (jewellery, textiles, ceramics etc.) and discuss how elements present in luxury products of the past are used in the brand strategy of a contemporary brand.

Summative Assessment 2 - Group project, 2500 words (40% TMM)

Students will prepare a marketing plan for a client wishing to leverage history as part of their current marketing strategy. This task will help to promote the students' awareness of the importance of heritage for a luxury brand. Furthermore, it builds on their ability to engage in research related to managing a communication strategy in the luxury market. It will also cultivate their ability to critique and analyse data and to present solutions to complex problems from within the discipline, drawing on a wide range of sources.

7. Mapping of assessment tasks for the module

Assessment tasks	Learning Outcomes							A1	A3	B3
Summative Assessment 1 - Individual essay								x	x	
Summative Assessment 2 - Group project								x	x	x

8. Key reading

Adams, W.H., (2012). On Luxury, US: Potomac Books. (available RUL library)

Berg, M., and E., Eger (2007). Luxury in the Eighteenth Century: Debates, Desires and Delectable Goods. UK: Palgrave Schol. (available RUL library)

Berg, M., (2007). Luxury and Pleasure in Eighteenth-Century Britain. UK: OUP Oxford. (available RUL library)

Berg, M., Et. Al (2015). Goods from The East, 1600-1800. Trading Eurasia. UK: Palgrave MacMillan.

Berry, C., (1994). The Idea of Luxury. UK: Cambridge UP. (available RUL library)

Bourdieu, P., (2010). Distinction: a social critique of the judgement of taste, UK: Routledge.

Dalby, A., (2002). Empire of Pleasures: Luxury and Indulgence in the Roman World. UK: Routledge.

Dejean, J., (2005). The Essence of Style: How the French invented High Fashion, Fine Food, Chic Cafés, Style, Sophistication, and Glamour. NY: Free Press.

Kapferer, J.N., (2012). 'Abundant Rarity: The Key to Luxury Growth', Business Horizons, Vol. 55, pp. 453-462.

Mason, R., (1981). Conspicuous Consumption. NY: St Martin's Press.

McNeil, P., Riello, G. (2016). Luxury: a Rich History. UK: Oxford University Press.

Muzzarelli, M.G., (2009). 'Reconciling the Privilege of a Few with the Common Good: Sumptuary Laws in Medieval and Early Modern Europe'. *Journal of Medieval & Early Modern Studies*. Vol. 39:3, pp. 597-617.

Samson, E. (2019) The Lens, the Mirror and the Frame: Glasses, Good Taste and the Material Culture of Looking in Luxury: History, Culture and Consumption.

Simonton, D., (2014). Luxury and Gender in European Towns, 1700-1914. UK: Routledge

Thomas, D., (2007). Deluxe: How Luxury Lost its Lustre. UK: Penguin Press.

Tungate, M., (2009). Luxury World: The Past, Present and Future of Luxury Brands. Kogan Page.

Veblen, T., (2009). The Theory of the Leisure Class: An Economic Study of Institutions. UK: OUP Oxford.

Veblen, T. (2005). Conspicuous Consumption. UK: OUP Oxford.