

Module code	LBM502	Level	5
Module title	Luxury Branding	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Business and Luxury Brand Management	Teaching Period	Spring

1. Module description

The module has a focus on luxury brands that deliver concepts that secure brand loyalty and consistently deliver experiences for the new and existing target audience. This module aims to explore the disruption in luxury branding, the challenges the existing global players face and emerging trend for inclusivity and diversity in an exclusive and more traditional luxury brand focus.

In this module, you will appreciate the concept of luxury brand management and question the new norm in creative approaches for all product/service categories in luxury. You will also cultivate creative ideas in future luxury brand management, ensuring brand loyalty for the long-term and interest in an age of consumer boredom for the expected marketing strategies.

In this module you will explore contemporary luxury brands and examine the strategies that are used to create a unique personality, generate appeal and develop a 'desirability factor' for potential consumers such as sustainability. You will examine how luxury brand identity is used as a strategic tool to promote products and build loyalty in consumers.

2. Learning outcomes

Upon successful completion of this module, you will be able to:

Innovation (MLO 02)

Analyse and develop luxury brand value propositions, combining curiosity and creativity

Decision-making (MLO 04)

Analyse and reflect on different luxury branding approaches to inform decision making in branding strategies.

Communication (MLO 05)

Communicate effectively both orally and in writing the rationale behind particular luxury brands in multicultural and/or international settings within unfamiliar and well-defined contexts.

Discipline Knowledge (MLO 07)

Examine and apply theories, concepts, ideas and frameworks related to luxury branding

3. Learning and teaching methods

Much of your learning on the module will be accessed through presentations. The module is designed to be a student-focused and student-led learning experience. You will be given the opportunity to explore theoretical and practical frameworks and apply them in the contexts of luxury brand management practice. Each week you will engage in a variety of activities that enable you to both gather research and apply your findings to a practice-based scenario in class. You will acquire new information, share your ideas and perspectives, participate in discussions, collaborate

with your peers and reflect on your learning. You will be expected to independently engage in self and peer-reflection.

Learning hours	
Directed learning	48 Hours
Workshops/classes	48
Guided/Self-guided learning	152 Hours
Total	200

4. Assessment, formative feedback and relative weightings

Assessment 1 – Report

Weight (%): 50%

Word Count or Equivalent: 2,000 words

You are the brand manager of a luxury brand of your choice responsible for the launch of a new product. You will propose an event that aligns with the current objectives of the brand. Your visual report (which should include pictures, models and graphs) analyses the current market in the luxury sector, competition and brand position. You will use relevant marketing models, outline your strategic decision-making and reasons for approach and proposal.

Assessment 2 - Presentation (Group Assessment)

Weight (%): 50%

Word Count or Equivalent: 15-minute oral presentation

In groups you are expected to respond to an existing luxury brand's approach to consumer segmentation, targeting and positioning and make appropriate recommendations that can improve the brand's positioning and performance. The presentation should be created as a design brief and presented as a pitch to potential investors/ or key company stakeholders and should include the company portfolio, the luxury brand experience and category overview.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module

Assessment tasks	MLO2	MLO4	MLO5	ML07
Report	X	X	X	X
Presentation	X	X	X	X

5. Indicative resources

Boyd, D (2021), Adding prestige to your portfolio: how to use the creative luxury process to develop products everyone wants, Kogan Page.

Cantista, I. (2019), Understanding luxury fashion: from emotions to brand building, Palgrave Macmillan.

Davis, A. (2013) *Promotional Cultures: The Rise and Spread of Advertising, Public Relations, Marketing and Branding*. Polity Press

Elliot, R., Percy, L. and Pervan, S. (2011), *Strategic Brand Management*, Oxford University Press, Oxford.

Hameide, K.K. (2011) *Fashion Branding Unravelling*. Fairchild Books

Jin, Byoung-ho (Ed) and Cedrola, Elena (Ed) (2017) *Fashion branding and communication; core strategies of European luxury brands*. New York, NY: Palgrave Macmillan.

Kotler, Ph., Keller, K. (2016) *Marketing Management*, Prentice-Hall

McNeil, P. and Riello, G., 2016. *Luxury: A rich history*. Oxford University Press.