

Module code	SEL708	Level	7
Module title	Luxury Experiences		
Status	Elective		
Teaching Period	Autumn/Spring		
Courses on which the module is taught	ALL Postgraduate Courses (Regent's Model)		
Prerequisite modules	N/A		
Notional learning hours	100	Credit value	10
		ECTS Credits	5
Field trips?	<i>When possible, visits to renowned luxury establishments</i>		
Additional costs	<i>n/a</i>		
Content notes	<i>Students are in control of how much personal information they wish to disclose and share, and whether this appears publicly</i>		

1. Module description

In this module you will explore the practice and theory of luxury experience management and the design of exceptional luxury experiences. You will examine concepts such as heritage, integrity, authenticity and sustainability as you critically examine luxury experiences and luxury consumption.

You will analyse the roles of emerging technologies and digital natives in prestige experiences, and the nature of the luxury consumer, as the younger generations start to dominate this innovative and dynamic market.

The module will equip you with the skills to integrate luxury experience design into business contexts, for example: hospitality, retail, luxury cars, fine wines, clothing, luxury bags and fine jewellery, tourism and the art market. With a focus on a market, where luxury experiences create lasting memories, you will gain a deep understanding of the opportunities and challenges presented by this prestige market.

2. Learning Outcomes

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

Innovation (MLO2)

Create and implement value propositions of exceptional luxury experience, combining curiosity and creativity.

Communication (MLO5)

Communicate experience design concepts and plans persuasively, orally and/or in writing in multicultural and/or international settings.

Digital Data and Tools (MLO6)

Analyse and use digital tools and complex data relevant to experience design responsibly in your professional and social contexts.

3. Learning and teaching methods, and reasonable adjustments

In this module, you will participate in a dynamic and interactive learning experience that combines tutor-led workshops, micro-lectures, site visits, and both in-person and online engagement.

The weekly workshops offer hands-on opportunities to design and manage luxury experiences across industries such as hospitality, physical retail, and more. Site visits to renowned luxury establishments will provide first-hand insights into industry operations and best practices.

Throughout the module, you will take part in formative activities designed to support your assessment, directly contributing to your final project submission. Weekly topics will be released in advance on Blackboard, along with relevant activities and reading materials to engage with before, during, and after sessions.

Learning hours				100
Directed learning				36
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other	
36				
Guided/Self-guided learning				64

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component: Portfolio (Great Experience Plan); 100%;
2000 words or equivalent (maximum) and 10 minutes presentation (maximum)

Conduct research on current trends in your chosen industry (hospitality, retail, or another business type) to identify key elements that contribute to exceptional and sustainable luxury experiences. Based on your analysis, create a detailed plan for a luxury brand to design an exceptional luxury experience. Prepare a professional presentation of your experience design, including visual aids and a portfolio to support your plan.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	LO2	LO5	LO6
Portfolio	x	x	x

The above assessment component is summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Textbooks

- Batat, W. (ed.) (2022). The Rise of Positive Luxury: Transformative Research Agenda for Well-being, Social Impact, and Sustainable Growth. 1st ed. London: Routledge. Available at: <https://doi.org/10.4324/9781003163732>
- Batat, W (2019) The New Luxury Experience, Springer, Switzerland AG
- 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 useful resources:

- The Rise of Experiential Travel Report, Peak & Skift: <http://www.peakdmc.com>
- Drapers: www.drapersonline.com
- Luxury Council Europe: <http://luxurycouncil/europe.com>
- LSN Global: <https://www.lsnglobal.com/login> 68
- The Business of Fashion: www.businessoffashion.com
- The Luxury Channel: <https://theluxurychannel.com/>