

<b>Module code</b>	<b>LBM734</b>	<b>Level</b>	<b>7</b>
<b>Module title</b>	<b>Luxury Branding and Communications strategies</b>		
<b>Status</b>	Core		
<b>Teaching Period</b>	Autumn		
<b>Courses on which the module is taught</b>	Luxury Brand Management		
<b>Prerequisite modules</b>	n/a		
<b>Notional learning hours</b>	200	<b>Credit value</b>	20
		<b>ECTS Credits</b>	10
<b>Field trips?</b>	NO		
<b>Additional costs</b>	NO		
<b>Content notes</b>	NO		

## 1. Module description

This module will provide you with a critical understanding of branding, marketing, and communication strategies through an examination of key theories and frameworks. You will be able to examine main concepts of branding such as brand identity, personality, brand equity and communication strategies in relation to the luxury goods and services industry. Furthermore, you will also develop an awareness and appreciation for the specific elements that contribute to defining the brand's marketing and communications strategies. You will learn to identify target markets and define segmentation strategies, through an understanding and exploration of changing consumer needs and behaviours and the salience and relevance of a brand's value proposition. Moreover, you will be able to get a grasp on how Brands create and deliver value through their marketing and communication strategies.

## 2. Learning Outcomes

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

**(MLO2):** Create and implement a branding and communications plan demonstrating intellectual curiosity and creativity.

**(MLO6):** Appraise and use digitised tools and complex data to plan and manage a brand's communications plan.

**(MLO7):** Critique and synthesise theories and concepts from the domain of luxury brand management and Communications and demonstrate their application.

**(MLO10):** Evaluate the impact of human activity, including your own, on people and on the environment leading to the development of ethical and sustainable brands.

### 3. Learning and teaching methods, and reasonable adjustments

The teaching and learning strategy consist of micro lectures, and workshops. Micro lectures are used to communicate key theories and practices on branding, marketing, and communications theory while the workshops involve case analysis with an emphasis on applying theoretical knowledge to real-life situations. Workshops can offer opportunities for formative activities. Your learning will further extend through additional asynchronous online activities. Field visits and guest lecturers will be drawn upon to enhance students' learning. All module materials will be made available to students via the University's VLE including journal articles, on-line videos, and selected book chapters.

<b>Learning hours</b>			<b>200</b>
<b>Directed learning</b>			<b>48</b>
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
48			
<b>Guided/Self-guided learning</b>			<b>152</b>

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

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

#### Assessment component 1: Brand Identity Report

(60 % of TMM)

*maximum of 2000 - word count or equivalent*

This assignment will provide you with an opportunity to explore and implement the various stages of the brand development process by creating and shaping the identity of a new luxury brand extension. You will explore, develop, and operationalize the various aspects of the brand's identity, profile its target(s) and shape its competitive positioning. Please note that you are required to embed ethical and sustainable concepts as part of the identity of the brands you develop.

#### Assessment Component 2: Presentation (group assessment) (50% TMM)

Maximum 12 minutes or equivalent

The second assignment will be a Marketing Communications Plan where you will present a detailed communications strategy showcasing the different communications tools to promote the new brand extension you have developed for assignment 1.

Mapping of assessment tasks:

Assessment components	MLO2	MLO6	MLO7	MLO10
Component 1 Brand Identity report 60%	X			X
Component 2 Marketing communications plan presentation 40%	x	x	x	

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

### 5. Indicative resources

Kapferer, J. N., & Bastien, V. (2012). *The luxury strategy: Break the rules of marketing to build luxury brands*. Kogan page publishers.

Kapferer J-N. (2012) *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*, 5th editon, Kogan

Kapferer J-N. (2015) *How Luxury Brands Can Grow Yet Remain Rare*, Kogan Page

Morhart, F., Wilcox, K., & Czellar, S. (Eds.). (2020). *Research handbook on luxury branding*. Edward Elgar Publishing.

Nieto, D. V. (2024). *Reimagining luxury: Building a sustainable future for your brand*. Kogan Page.

Blakeman, R., 2023. *Integrated marketing communication: creative strategy from idea to implementation*. Rowman & Littlefield.

De Chernatony L. (2010) *From Brand Vision to Brand Evaluation*, 3rd editon Routledge

De Chernatony L. & MacDonald M. (2011) *Creating Powerful Brands: The Strategic Route to Success in Consumer, Industrial and Service Markets*, 4th editon, Routledge

Jin B. & Cedrola E. (2017) *Fashion Branding and Communicaton: Core Strategies of European Luxury Brands*, Palgrave Macmillan

### Relevant Academic Journals

- Journal of Business Research
- European Journal of Marketing
- Journal of Marketing
- Psychology & Marketing
- International Marketing Review
- Journal of Global Fashion Marketing
- Journal of Consumer Research

### Relevant Web sources

The Business of Fashion: [www.businessoffashion.com](http://www.businessoffashion.com)

The Times <https://www.thetimes.com/life-style/luxury>

The Financial Times: <https://www.ft.com/luxury-goods>

WGSN: <https://www.wgsn.com/en>