

|                                       |                        |              |    |              |   |
|---------------------------------------|------------------------|--------------|----|--------------|---|
| Module code                           | SAI520                 |              |    | Level        | 5 |
| Module title                          | Luxury Branding        |              |    |              |   |
| Status                                | Elective               |              |    |              |   |
| Teaching Period                       | Summer                 |              |    |              |   |
| Courses on which the module is taught | Summer School          |              |    |              |   |
| Prerequisite modules                  | None                   |              |    |              |   |
| Notional learning hours               | 120                    | Credit value | 12 | ECTS Credits | 6 |
| Field trips?                          | Optional where offered |              |    |              |   |
| Additional costs                      | None                   |              |    |              |   |
| Content notes                         | None                   |              |    |              |   |

## 1. Module description

This module aims to serve as an introduction to luxury brand management. You will learn the concepts related to luxury brand management, study 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.

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.

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.

## 2. Learning Outcomes

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

**Innovation (MLO2)** Analyse and develop value propositions, combining curiosity and creativity for effective luxury brand approaches and management.

**Decision Making (MLO4)** Analyse and reflect on different luxury branding approaches to inform decision making in marketing strategies.

**Discipline Skills (MLO8)** Examine and apply theories, concepts and ideas related to luxury branding

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

Much of your learning on the module will be accessed through student presentations. You will, however, also acquire knowledge and understanding through creative thinking 3 hours workshops, examining case studies and study trips. You will learn by presenting your work to others and by watching the presentations of other students. You will develop knowledge, and skills, by working on

an assignment that is hypothetical, but interconnected with an existing brand. You will be expected to independently engage in self and peer-reflection.

| Learning hours                               |             |             |       | 36 |
|----------------------------------------------|-------------|-------------|-------|----|
| Directed learning                            |             |             |       | 36 |
| Workshops/ classes/<br>seminars/ lead events | Supervision | Studio time | Other |    |
| 36                                           |             |             |       |    |
| Guided/Self-guided learning                  |             |             |       | 84 |

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

##### Assessment component 1: Individual Report - 100% (2000 words)

You will choose a luxury sector of your choice; a brand within that category and propose an event for 2026 that aligns with the current objectives of the brand. This report should use strategic brand management theory, present a new proposed future thinking in events for existing customer focus.

This report analyses the current market in the luxury sector, competition, brand position and current brand equity. Evaluate the importance of building or revitalizing brand loyalty.

The event can present a potential new product idea or focus on a key consumer market.

You are required to outline their strategic decision-making, reasons for approach and rough timeline for execution (ensuring all brand mediums are considered, even if certain ones are not for focus).

This report is to be written as if you are the marketing manager.

Financial implications are to be raised as rough costings, rather than final cost implications.

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

Mapping of assessment tasks:

| Assessment components | MLO2 | MLO4 | MLO8 |
|-----------------------|------|------|------|
| Individual Report     | X    | X    | X    |

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

#### 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.

Chevalier, M. & Mazzalovo, G. (2008), Luxury Brand Management: a World of Privilege. 2<sup>nd</sup> Revised ed. John Wiley & Sons.

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

Kapferer, J. and Bastien, V. (2012) The Luxury Strategy; Break the Rules of Marketing to Build Luxury Brands. Kogan Page; 2nd edition

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

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

**Suggested Journals, Publications, Databases and other readings will be made available via Blackboard.**