



## SYLLABUS

### SUMMER PROGRAMME LUXURY MARKETING: THE EXAMPLE OF FRENCH LUXURY BRANDS

ACADEMIC AREA	: MARKETING
PROGRAMME(S)	: SUMMER PROGRAMME
CONTACT HOURS / FORMAT	: Marketing: 30 hours
CREDITS	: 6 ECTS

#### MODULE DESCRIPTION:

This course is designed for postgraduate students who wish to learn about the specificities and current evolutions of Luxury Marketing.

**PRE-REQUISITE MODULES:** Marketing Fundamentals.

#### MODULE OBJECTIVES:

The objective of this course is to provide students with a good understanding of the specificities and current evolutions of Luxury Marketing. A specific focus will be placed on French Luxury Brands.

This course doesn't aim to cover all aspects of luxury marketing, but to provide students with an in-depth understanding of some key issues. As such, the module is designed to:

- provide students with the necessary knowledge and skills to understand the strategic role of design in the marketing processes of luxury goods and services,
- examine the formulation and implementation of marketing communications in respect of luxury companies,
- examine concepts, models and trends that impact luxury retail and customer experience in the retail environment.

#### MODULE INTENDED LEARNING OUTCOMES (ILOs):

By the end of this module, students should be able to:

1. Explain the fundamentals of Luxury brand marketing, namely consumer behaviour in the Luxury sector and the anti-laws of luxury marketing,
2. Apply the concept of brand equity to Luxury brands,

3. Analyse – linking theory to practice - the different components of a given corporate design strategy in parallel to the firm's values and luxury positioning.
4. Analyze symbolism in luxury brand communication,
5. Analyse and evaluate the main theories and practices of luxury retail marketing and management.

**TOPICS COVERED:**

In this module the following themes will be dealt with:

1. The antecedents of the consumption of Luxury goods,
2. Brand equity: the specificities of Luxury brands,
3. Design to convey corporate identity in luxury sectors,
4. Design, brand and product positioning for luxury sectors,
5. Symbolism and communication in the luxury sector,
6. Managing customer experience in the luxury retail environment.

**TEACHING METHODS:**

Lecturing will be a major part of the teaching method, where students are presented with facts and fundamental knowledge on the subject. PowerPoint tools will be used for this purpose. Apart from lecturing, demonstration will be a part of the teaching method where examples and short cases will be used to explain the facts, concepts, or theories. In addition, in-class debates and activities will also form part of the teaching and learning process

## METHODS OF ASSESSMENT:

Assessment	Individual /Group	Type (oral, written)	Length of exam (when applicable)	Weight %	ILOs assessed
Continuous	Individual	Pre-reading assessment	30 minutes	30%	ILO N°1
Final	Individual	Final exam	Not applicable	70%	ILO N° 2, 3, 4 and 5

### **Individual pre-reading assessment: 30% of the final mark (ILO N° 1)**

Students will be required to read section 1 of *The luxury strategy: Break the rules of marketing to build luxury brands* by Kapferer and Bastien (see bibliography). This pre-reading will introduce the fundamentals of luxury marketing. The individual pre-reading assessment will take the form of an online quiz to be taken prior arrival at Rennes School of Business. The quiz aims to check students' understanding of the fundamentals of Luxury Marketing, thus validating ILO n°1. This quiz will represent 30% of the final grade.

### **Individual Final Exam: 70% of the final mark (ILOs N°2 , 3 & 5)**

The final exam will take the form of an individual essay.

The assignment requires that you evaluate the marketing strategy of an existing French luxury brand applying the theoretical framework introduced in class, so as to be able to formulate practical recommendations related to one of the issues covered in class (brand equity, brand design, retail, communication).

In preparing your response, you should choose the example of an **existing French luxury brand** and **decide which of the issues introduced in class** you want to investigate: managing brand equity; brand design; retail and consumer experience; symbolism and communication in the Luxury sector. Your answer should include at least the following three things:

- A description of the issue covered in class you have decided to investigate,
- A discussion of why it is relevant for the brand you have chosen to focus on this issue,
- A set of actions that you would recommend to the brand such as to better deal with this issue.

You should employ concepts from class discussions and readings when relevant, but you are expected to introduce substantial new material from the field visits you completed and the expert meetings you had during the study tour. Your paper should emphasize analysis - independent, critical thought - rather than description.

## **ACADEMIC INTEGRITY:**

**Plagiarism** is copying another's work or ideas. This includes sections (sentences, tables, diagram) of books or articles, another student's work or text, diagram, data from the internet without proper referencing etc. Adding your name to group work in which you have not participated or letting a student who has not participated add his/her name to work is also considered as an offence and will lead to disciplinary action for all involved.

Plagiarism in any assessed work (continuous assessment, examinations and projects) is considered as a serious offence and will lead to disciplinary action.

**Other forms of academic dishonesty** are subject to disciplinary sanctions. Academic dishonesty, other than plagiarism may take any number of forms such as submission of the work more than once whether the earlier submission was at another institution, unless prior approval has been obtained, cheating on an examination, aiding another student's dishonesty, unauthorized or inappropriate use of computers, calculators and other forms of technology in course work, assignments or examinations.

## **BIBLIOGRAPHY:**

### **■ Recommended Textbook:**

- Kapferer, J.N. and Bastien, V. (Latest edition) *The luxury strategy: Break the rules of marketing to build luxury brands*, Kogan Page. [ebook available].

### **■ Additional Reading:**

- Aaker, D.A. (1996), Measuring Brand Equity Across Products and Markets, *California Management Review*, 38, 102-120.
- Achabou, M.A. and Dekhili, S. (2013), Luxury and sustainable development: Is there a match?, *Journal of Business Research*, 66, 10,1896-1903.
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- D'Esopo, M. and Diaz, F. (2009), Mapping the Customer's Experience Through Brand Design, *Design Management Review*, 20, 38-47.
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- Farquhar, P.H. (1990), Managing brand equity? *Journal of Advertising Research*, 30, 4, 7-12.
- Griskevicius, V., Tybur, J. M., and Van den Bergh, B. (2010), Going green to be seen: status, reputation, and conspicuous conservation, *Journal of Personality and Social Psychology*, 98, 3, 392.
- Kapferer, J.-N. (2010), All that glitters is not green: the challenge of sustainable Luxury, *The European Business Review*.
- Karjalainen, T.M. and Snelders, D. (2010), Designing Visual Recognition for the Brand, *Journal of Product Innovation Management*, 27, 6–22.
- Kastanakis, M. N. and Balabanis, G. (2012), Between the mass and the class: Antecedents of the “bandwagon” luxury consumption behavior, *Journal of Business Research*, 65, 10, 1399-1407.
- Keller, K.L. (1993), Conceptualizing, measuring, and managing customer-based brand equity, *Journal of Marketing*, 57, 1, 1-22.
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- Ling, J. and Cova, V. (2012), Love for Luxury, Preference for Counterfeits - A Qualitative Study in Counterfeit Luxury Consumption in China, *International Journal of Marketing Studies*, 4, 1-9.
- Liu, X., Burns, A. C., and Hou, Y. (2013), Comparing online and in-store shopping behavior towards luxury goods, *International Journal of Retail & Distribution Management*, 41(11/12), 885-900.
- Manlow, V., and Nobbs, K. (2013), Form and function of luxury flagships: An international exploratory study of the meaning of the flagship store for managers and customers, *Journal of Fashion Marketing and Management: An International Journal*, 17(1), 49-64.
- Matthiesen, I. and Phau, I. (2005), The 'HUGO BOSS' connection: Achieving global brand consistency across countries, *Journal of Brand Management*, 12, 325-338.
- Millet, K. and Dewitte, S. (2007), Altruistic behavior as a costly signal of general intelligence, *Journal of Research in Personality*, 41, 2, 316-326.
- Roedder John, D.R., Loken, B., Kim, K. and Monga, A.B. (2006), Brand Concept Maps: A Methodology for Identifying Brand Association Networks, *Journal of Marketing Research*, 43, 549-563.

### MODULE PLAN SESSION

<b>Day</b>	<b>Topics to be covered</b>	<b>Professor</b>
<b>June 25<sup>th</sup> / 26<sup>th</sup></b>	Luxury Strategy (12 hours)	<b>Hélène Chenesseau</b>
<b>June 27<sup>th</sup> / 28<sup>th</sup></b>	Field tour	
<b>July 1<sup>st</sup></b>	Managing customer experience in the luxury retail environment (3 hours) Symbolism and luxury brand communication (3 hours)	<b>Dr Ronan Jouan de Kervenoael Dr Petya Puncheva</b>
<b>July 2<sup>nd</sup></b>	Design and Luxury brands (3 hours)	<b>Dr Laurence Fort-Rioche</b>
<b>July 3<sup>rd</sup></b>	Design Workshop	<b>Sue Allouche</b>
<b>July 4<sup>th</sup></b>	Antecedents of the consumption of Luxury Goods Brand equity: the specificities of Luxury brands	<b>Dr Claire-Lise Ackermann</b>