

COURSE TITLE : Intercultural Luxury Consumer Behavior

COURSE NUMBER :

CREDITS : 3

PREREQUISITE :

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 45

COURSE DESCRIPTION :

This courses will explain how it is it is necessary to take into account the variation of consumer perceptions of luxury, explain the cultural hierarchies of luxury perceptions, and how to create a sale approach that can be adapted to sell to customers of different nationalities and cultures by identifying the key selling points relevant to customers of different cultures

INSTRUCTIONAL METHODOLOGY :

The course is developed through lectures, discussion and group/individual presentations of case studies and role plays. Students are expected to thoroughly read text materials and participate in class discussion.

This course gives student's understanding of the of the different consumer behavior in fashion and luxury business in Brazil, Russia, China and India but also in the USA, the first luxury market in the world, and the MINT's: Mexico, Indonesia, Nigeria and Turkey. Each of these markets has its own and unique characteristic that is linked to the consumer cultural differences and perception of luxury and fashion brands.

EVALUATION :

The final grade will be made up of class participation, articles and case studies handed in, a mid-term test and the final examination.