

COURSE TITLE : **CREATING & DEVELOPING LUXURY BRANDS**

COURSE NUMBER : **MKTG 400**

CREDITS : 3

PREREQUISITES : MKTG 240

ECTS CREDITS : 6

OFFERED : FALL

SEMESTER HOURS : 36

COURSE DESCRIPTION :

The course is very research-driven and prepares students to enter the workplace with knowledge and skills that can be immediately applied. The latest theories and cutting-edge thinking are introduced with interactivity to enable students to work with real issues faced by today's leading as well as niche luxury brands.

INSTRUCTIONAL METHODOLOGY :

Lecture sessions will deal with luxury and branding theory; French luxury versus American approaches; the essentials of griffe, maison and place branding versus corporate brands. Workshop sessions will follow the lecture sessions. Case studies will be used during the workshops.

Will be covered in class :

- History of luxury brand marketing
- Global consumer behavioral models
- High luxury versus Luxury brands
- Brand stretching models
- Critical success factors
- Classical luxury pyramid factors
- Strategic collaborations; star products & brand universe

SUGGESTED TEXTS : *The Luxury Strategy*, Kapferer&Bastien, Kogan Page, 2008; *Global Brand Strategy*, Van Gelder, Kogan Page 2005; *Haute Luxe : Building your Luxury Brand Love Story*, Milhailovich, 12 steps online.

EVALUATION :

The final grade will be made up of : attendance, class participation, group work 30%; individual research projects 70%.