



COURSE TITLE : STRATEGIC BRAND MANAGEMENT

COURSE NUMBER : MKTG 401

CREDITS : 3

PREREQUISITES : MKTG 240

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 45

COURSE DESCRIPTION :

Give student's sufficient understanding of the function of Marketing, Sales & Communications Director in the luxury industry. Future international manager will need to have these three skills, as these functions are more and interlinked.

This course is for students interested in working in marketing communications, brands management, ad sales, and sales managers in both retail and B2B in an international environment.

INSTRUCTIONAL METHODOLOGY :

- Understanding the potential of luxury brands to create value
- The course is interactive: students are requested to participate and play the role of brand managers
- Teacher presents and clarifies how to present and sale luxury brands
- Presentation of practical business cases (success or failure).
- Student groups are requested to work in teams and to present a luxury brands and premium in a competitive environment.
- Student are invited to analyse, suggest managing ideas to implement brands

SUGGESTED TEXTS :The Luxury Strategy, JN Kapferer. Strategic Brand Management, JN Kapferer

EVALUATION :

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

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