

DEREE COLLEGE SYLLABUS FOR: MK 4146 LUXURY BRANDING AND FASHION	
(Fall 2021)	UK LEVEL 6 UK CREDITS: 15 US CREDITS 3/0/3
PREREQUISITES:	MK2030 Introduction to Marketing /MK2030 Fundamentals of Marketing
CATALOG DESCRIPTION:	Luxury brand management. The luxury consumer. Fashion, society and the self. Fashion communications.
RATIONALE:	A category of increased interest both among academic and among practitioners is the luxury industry. Through the delivery of unique products and services, impactful experiences are fostered, which have the ability to create and enhance deep and meaningful consumer-brand relationships. Constantly reinventing themselves to remain relevant, luxury brands master the ability to provide the customer with relevant psychological benefits. This is even more relevant within the fashion industry in this area, where consumers use these items to communicate significant cues to others about them, express their individuality and make a statement about the things that matter to them. This course covers the activities that deal with the managing a luxury brand, understanding the luxury consumer, as well as the issues linked to fashion, society and the self as well as fashion communications. It provides theoretical frameworks and models, in the context of traditional and non-traditional media. The course provides the knowledge a marketing manager needs, to understand and manage luxury brands and especially luxury fashion brands. The course also provides some ethical issues concerning luxury branding.
LEARNING OUTCOMES:	As a result of taking this module, the student should be able to: <ol style="list-style-type: none"> 1. Demonstrate knowledge and understanding of key principles and theories of luxury brand management. 2. Demonstrate an understanding of the luxury consumer. 3. Analyzing and evaluating the relationship between fashion, society and the self. 4. Critically examine the role of a luxury fashion brand in society and for the self.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> ➤ Class lectures, interactive learning (class discussions, group work) and practical problems solved in class. ➤ Practical creative exercises and class activities. ➤ Sample presentations of professional advertising projects and discussion of specific advertising cases. ➤ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns, and get feedback.

- Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional related material.

ASSESSMENT:

Summative:

Midterm Assessment	1-hour Exam, essay-type	40%
Final Assessment	Individual Project, 2500 words	60%

Formative:

In-class, 1-hour, "diagnostic" test	Short answers to essay questions	0%
Interim evaluation of projects (drafts).	Feedback and comments on the submitted drafts	0%

The formative assessments aim to prepare students for the exams and the project.

The Midterm Assessment tests Learning Outcomes: 1, 2.

The Final Assessment tests Learning Outcomes: 1, 3, 4.

Project: Critical analysis and evaluation of a luxury fashion brand.

Students are required to resit failed assessments in this module.

INDICATIVE READING:

REQUIRED READING:

Mazzalovo, G., & Chevalier, M. (2020). *Luxury Brand Management in Digital and Sustainable Times* Wiley.

RECOMMENDED MATERIAL:

Bardhi, F., Eckhardt, G. M., & Arnould, E. J. (2012). Liquid relationship to possessions. *Journal of Consumer Research*, 39(3), 510-529.

Belk, R. W. (1988). Possessions and the extended self. *Journal of consumer research*, 15(2), 139-168

Brun, A, & Castelli, C. (2013). The nature of luxury: A consumer perspective. *International Journal of Retail & Distribution Management*, 41(11/12), 823-847.

Davis, F. (2013). *Fashion, culture, and identity*. University of Chicago Press.

Dion, D., & Arnould, E. (2011). Retail luxury strategy: assembling charisma through art and magic. *Journal of retailing*, 87(4), 502-520.

Fionda, A. M., & Moore, C. M. (2009). The anatomy of the luxury fashion brand. *Journal of brand Management*, 16(5-6), 347-363.

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486.

	<p>Ko, E., Costello, J. P., & Taylor, C. R. (2019). What is a luxury brand? A new definition and review of the literature. <i>Journal of Business Research</i>, 99, 405-413.</p> <p>Moore, C. M., & Birtwistle, G. (2004). The Burberry business model: creating an international luxury fashion brand. <i>International Journal of Retail & Distribution Management</i>.</p>
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	Word, Excel, PowerPoint, Internet, Google search engine, Google Scholar
WWW RESOURCES:	<p>www.ama.org</p> <p>www.businessoffashion.com</p> <p>www.hbr.org</p> <p>www.luxurydaily.com</p> <p>www.thinkbox.tv/case-studies/</p> <p>www.adforum.com/case-studies</p> <p>www.adsoftheworld.com/</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. What is a luxury brand 2. Luxury values 3. Identity and luxury 4. Art and luxury 5. Sustainable luxury 6. Luxury brand management 7. The luxury retail experience 8. Fashion and society 9. Fashion and the self 10. Fashion communication