

OIBUSX04 - Marketing of the Luxury Sector Gr1

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Department: International affairs
Semester: 1

Course level: L3 undergraduate
Domain: Business
Teaching language: English
Number of in-class hours: 36
Number of course sessions: 11 + Exam
ECTS: 6

Course description and objectives

1-Context

Over the last thirty years, there has been dramatic growth within the luxury sector. Countries of high economic growth have seen corresponding booms in domestic luxury sales. This has been fed by the emergence of a new group of very rich people (high net worth individuals (HNWI) from the worlds of business, sport, art, entertainment, culture, internet ...), as well as a group of upper middle-class consumers seeking to emulate them. Today luxury no longer seems to be an exception, or a privilege, but a right for all.

Asia in general, and China in particular, are now recognized as the biggest potential markets for luxury goods. Even when luxury sales drop in China, the fast recovery clearly demonstrates that Asian consumers love luxury items. Luxury brands are now targeting the BRICS countries (Brazil, Russia, India, China, and South Africa) and leveraging travel retail to increase their growth rates. This is a clear indicator of bright prospects for the luxury business. Luxury has aroused the interest of many corporations who see "premiumization" as a profitable strategy and of governments who recognize the exportability of the luxury sector and its role in developing soft power. However, luxury brand management is not at all the same as conventional brand management.

2. Objectives

This class in luxury marketing aims to provide students with the main concepts, skills, know-how and benchmarks they need to enter luxury company and help develop and manage luxury brands and companies both today and in the future, in fast changing world. It is a program that will enable participants to delve deeply into the culture of luxury in order to grasp the essence of its so specific management. The goal of this nevertheless business-oriented class is to enable participants to think the right and relevant way concerning the marketing of luxury brands worldwide in a rapidly changing luxury environment.

Prerequisites

Interest for luxury goods and services

Assignments and grading

Grading Criteria

Case studies	30%
Participation	20%

Final Exam 50%

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	<ul style="list-style-type: none"> • Introduction and icebreaker • Presentation of assessments • Some key facts about luxury • Group workshop on SWAROVSKI Case
2	<ul style="list-style-type: none"> • Characteristics of luxury today • Main players in Luxury Industry • Case Study : introduce a startup brand with a luxury strategy
3	<ul style="list-style-type: none"> • Small Knowledge test • Short History of Luxury • Case Study : Nespresso Case
4	<ul style="list-style-type: none"> • Premium vs Luxury • Case Study : Premium brand?
5	<ul style="list-style-type: none"> • Premium vs Luxury (end) • Case study : Car industry step in or out of luxury
6	<ul style="list-style-type: none"> • Luxury? A very specific marketing (24 antilaws)
7	<ul style="list-style-type: none"> • Case Study : Digital watches in Luxury (Heritage and Innovation)
8	<ul style="list-style-type: none"> • Small Knowledge test • Luxury Today
9	<ul style="list-style-type: none"> • The customer in Luxury • Distribution and Communication in Luxury Segment
10	<ul style="list-style-type: none"> • The Brand Equity • Case Study : Ralph Lauren Identity Prism & the Right Formula
11	<ul style="list-style-type: none"> • Final Case Presentation in Group (Graded)
12	Final Exam

Bibliography

The bibliography will be provided at the beginning of the course.

MyCourse

This course is on MyCourse: **No**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Academic calendar

Dates (Monday/Sunday)		
02/09/19	09/09/19	Welcome Week + French seminar
09/09/19	15/09/19	1
16/09/19	22/09/19	2
23/09/19	29/09/19	3
30/09/19	06/10/19	4
07/10/19	13/10/19	5
14/10/19	20/10/19	6
21/10/19	27/10/19	7
28/10/19	03/11/19	Holidays
04/11/19	10/11/19	8
11/11/19	17/11/19	9
18/11/19	24/11/19	10
25/11/19	01/12/19	11
02/12/19	08/12/19	Review w.
09/12/19	15/12/19	Exams
16/12/19	22/12/19	
23/12/19	29/12/19	Holidays
30/12/19	05/01/20	
06/01/20	12/01/20	