

JULY IN PARIS, FRANCE

Course: Luxury Brand Management

Course Syllabus

MODULE	MODULE DESCRIPTION	CONTACT HOURS
Exam Description		1
Digital Marketing Techniques to Grow Business / Social Media Engagement / Social Media Advertising	<p>The goal of this course is to understand how social media can boost business sales. Upon successful completion of the course, students should be able to develop effective social media strategies to increase revenue. Topics & Outcomes:</p> <ul style="list-style-type: none"> • Fundamentals of Social Media Marketing - Successful social media and Digital Marketing techniques • Social Media Engagement - Understanding principles of online engagement and social media technologies • Social Media Advertising - Learn how to manage, measure and optimise advertising on digital channels • Design Thinking applied to Digital Marketing campaigns - development of a lean social media Marketing strategy 	3 / 4 / 3
Luxury Brand Concepts	<p>This course introduces some key concepts in luxury brand management such as brand identity, brand content and heritage. We trace the historical roots of luxury to reveal its essence and fundamental different from other sectors. Students are invited to the intellectual debates between luxury and time, money, art, religion, and fashion. We also reflect upon the sociology of fashion and luxury, and democratization of luxury.</p>	3
Champagne/Wine Business	<p>Champagne is deeply anchored in French Heritage where buying a bottle is a ceremony and as the same an event. Nothing relates more to success than Champagne. Based on a case study, this course analyses the brand management of Champagne Wine. It invites students to critically consider one of the most challenging luxury fields.</p>	2
Luxury Markets	<p>The luxury industry has been growing continuously and</p>	3

	<p>quickly over the previous decades, thanks to the globalization and cultural convergence. This sector reached 5% growth globally in 2017 (Bain & Company). Emerging consumers markets continue to drive luxury market growth.</p> <p>This course provides an insight into the different luxury markets around the world through focusing on their consumers. What you will learn in this course:</p> <ul style="list-style-type: none"> • What is luxury • Luxury marketing mix • Global outlook • European luxury market • Emerging luxury markets • What are the specifications? 	
CRM in the Luxury Industry	<p>Nowadays, building a prestige brand name is not the only consideration for the luxury companies. Luxury brands try to adopt any of the classical tools in their marketing strategy. CRM is one of these classic tools. Although, luxury brands get inspired by the principles and methods of classic CRM, they try to adopt the CRM processes to their identities. The course is an effort to give an understanding of CRM in luxury industry. What you will learn in this course:</p> <ul style="list-style-type: none"> • Various facets of luxury • Who is a member of the luxury “class”? • Motivation behind luxury purchases • Digital luxury • Customer relationship management • Some of the successful examples 	3
Design Thinking	<p>The objective of this course is to bring together creative strategies and business models to increase the user experience in a business. By using the methods and techniques that designers use we aim at solving business problems and increasing the value of the product to the consumer.</p>	3
Retail Management	<p>This course is an introduction to the Luxury Retail. It aims at reminding the historical perspective of the luxury retail; the purpose is also to equip students with the Fundamentals of Retailing required for a successful career in the luxury industry. After identifying the key elements of Luxury, the course will highlight the evolution of the point of sale to the actual revolution of luxury customer's experience. This course will allow students:</p>	3

	<ul style="list-style-type: none"> To have a comprehensive overview of the French Luxury Retail Markets To understand the trends of the Luxury Retail, focussing on Concept stores and Pop Up stores To realize the importance of the Customer's experience. 	
Communication in the Luxury Industry	The day will be dedicated to the visit of the Baccarat boutique and museum within the headquarter building of the brand in the morning and to a lecture around the specific challenges of communication, marketing and brand management in the sector of luxury, with examples mainly derived from Baccarat, in the afternoon.	3
Brand Strategy	This course unveils the fascinating world of luxury, with its unique internal dynamics and mechanisms. The purpose of the course is to help students to understand luxury as strategy – a unique way of running the business and managing relationships with consumers. We introduce the anti-laws of marketing and specific business models (such as pyramid and galaxy models, and the perfume model) in luxury. Throughout the course, we bring in discussions on a wide range of topics, such as the internet dilemma, digitalization and innovation, and Generation Y consumers.	3
Exam: Oral Presentations per group		4
Company Visits/Visits: <ul style="list-style-type: none"> Concept/Pop-Up Stores Baccarat 		3 2
TOTAL HOURS		42

FUN TIME	CONTACT HOURS
Welcome Breakfast / Goodbye Party	4
Welcome Event: Tour Montparnasse	2
Workshop Cook & Go, French Cooking Class	2
Seine Cruise	2
TOTAL HOURS	10

Exam: The exam is based on a team project of 2 to 3 students.

Objectives of the exam:

1. Pick a luxury company and collect pertinent data necessary for a full diagnosis of the firm based on the different topics discussed in each class (eg. digital, intercultural, history of the luxury industry).
2. Based on their diagnosis, students are required to make recommendations regarding areas of development for the firm.

The exam will be divided into three deliverables:

1. Choice of the firm and the identification of the different sources of information. Students will be assessed on the validity and appropriateness of the sources of information (max. 2 pages).
2. Validation of the diagnosis. Students will be assessed on the use of appropriate tools for the diagnosis. Students are asked to provide a printed and electronic version of the diagnosis (max. 10 pages).
3. Presentation of the recommendations. Each team will have a 30 minute presentation. Students will be assessed on the format (slides, presentation skills, timing, and professionalism) and the content (coherence between the diagnosis and the recommendations). Students are asked to provide a printed and electronic version of the slides.

The final grade is based on the following elements:

- Deliverable 1: 10%
- Deliverable 2: 20%
- Deliverable 3: 70%

Independent learning hours: The exam represents 10 independent learning hours per student.

Note: Students will need to have at least 10/20 (passing grade). An official transcript of grades will be provided.

Lecturers:

Valerie Haie



MBA specialized in Luxury Brand Marketing & International Management, Valérie Haie has been working in the luxury market for 20 years. In 2000, she authored a successful book “Donnez-nous notre luxe quotidien”, a sociologic overview of last trends in the Luxury industry.

Former Event Head of projects at ABC-Luxe Group, she uses this experience in organizing ultimate luxury study trips and seminars. Also, thanks to her wide network in Luxury business together with her transversal expertise in training strategies, she has founded her own company, Accent Luxe, whose activities are training, coaching and consulting for luxury brands

Alejandra Otero



Entrepreneur specialising in internationalisation and digital transformation to foster international student recruitment for Higher Education institutions. Doctorate candidate researching the maximization of customer experience to increase revenue generation for Higher Education organisations. Former intrapreneur in the Higher Education industry as Director of International Affairs in the USA and Business Development & Admissions Manager in Europe.

Yue Zhao



Prof. ZHAO Yue holds a Phd degree in Business Administration from ESSEC Business School. She is associate professor and teaches Strategy and Luxury Brand Management courses at PSB Paris School of Business since 2013. She is interested in creative industries such as mobility network of fashion designers and spatial staging of artworks in museums. Her forthcoming article on "International Journal of Entrepreneurship and Small Business" studies "Consumer Evaluation of Collaboration Between Perfumery and Gastronomy for Innovation".

Saeedeh Rezaee Vessal



Saeedeh R. Vessal is an Assistant Professor at Paris School of Business. Her research interests include status consumption, luxury consumption, and decision making. She has already presented her research at a number of national and international academic conferences. Saeedeh teaching areas are Marketing Management, Consumer behavior, and Luxury Management.

Nuno Santos



Nuno Santos is a marketing and management professional specialized in the hospitality and tourism industry. With an international experience in Europe and Asia, he has developed projects in various industries and trained hundreds of young professionals in the areas of management, strategy, and marketing.

Michel Dalonneau



Michel Dalonneau has spent 25 years working in positions related to the development of French luxury brands in the global market (General manager, Business development Director, ...). Part of his working experience took place in Asia (Japan and Singapore) but his jobs took him to nearly 100 countries over the five continents. The brands he worked for belong to the Table art sector (Daum and Lalique) and to the fashion accessory sector (S.T. Dupont and Morabito).