



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



**Ramon Llull University, IQS School of Management - Barcelona
Catholic University of the Sacred Heart - Milan
Franklin University Switzerland - Lugano
Forum-Nexus Program
Undergraduate Division**

Course Syllabus

MKT 494-SIS

The Marketing of Luxury Goods: European Perspectives

Course Description

Today, luxury is everywhere, but marketers constantly pursue new ways to express a level of luxury and quality to impress and influence consumers. Europe hosts the headquarters of several leaders in luxury goods, and their marketing techniques extend to a global scale.

This Supervised Independent Study (SIS) course will guide students through the basic principles of the marketing of luxury goods and an in-depth look at European perspectives, while providing the opportunity for an independent exploration of the subject.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Develop an understanding of the luxury goods industry
2. Explain what constitutes a luxury item and how luxury brands grow
3. Identify best practices in the marketing of luxury goods
4. Describe the characteristics of the luxury goods industry in Europe in general, and in England, France, the Netherlands, Germany, Italy, and Greece
5. Draw conclusions about European perspectives on the marketing of luxury goods
6. Identify future challenges and opportunities facing the luxury goods industry in Europe

Course Requirements

This course requires independent research, organization, and academic discipline. Students are expected to complete the required and additional readings in pace with their assignments and the course outline. Students will meet with their SIS Coordinator regularly throughout the course for consultation and assistance. There will be an oral presentation, a midterm exam, a final exam, and five essay assignments.

Essay #1 (minimum length: 1,000 words)

- What are luxury goods? Where did the concept of luxury goods come from?
- What is the significance of Europe to the luxury goods industry?
- What are the basic principles to the marketing of luxury goods?

Essay #2 (minimum length: 1,000 words)

- Analyze the following aspects of the UK:
 - Evolution of the luxury goods industry
 - Key luxury brands
 - Cultural characteristics and perspectives
 - Marketing strategies and tactics
 - The future of luxury goods

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in England.

Essay #3 (minimum length: 1,000 words)

- Analyze the following aspects of France:
 - Evolution of the luxury goods industry
 - Key luxury brands
 - Cultural characteristics and perspectives
 - Marketing strategies and tactics
 - The future of luxury goods

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in France.

Essay #4 (minimum length: 1,000 words)

- Analyze the following aspects of Germany:
 - Evolution of the luxury goods industry
 - Key luxury brands
 - Cultural characteristics and perspectives
 - Marketing strategies and tactics
 - The future of luxury goods

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in Germany.

Essay #5 (minimum length: 1,000 words)

- Analyze the following aspects of Italy:
 - Evolution of the luxury goods industry
 - Key luxury brands
 - Cultural characteristics and perspectives
 - Marketing strategies and tactics
 - The future of luxury goods

Prepare a reflection essay on the aspects you have reviewed and analyzed. Summarize what you have found through your research, and what you've perceived during your time in Italy.

Presentation

Deliver a 15-minute PowerPoint presentation summarizing the main findings of your independent study. Required components include:

- Summary of your goals and objectives
- Overview of the marketing of luxury goods in Europe and European perspectives
- Findings as they apply to the UK
- Findings as they apply to France
- Findings as they apply to Germany
- Findings as they apply to Italy
- Reflection on what you've learned through the SIS course

Required Reading

The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands

by Jean-Noel Kapferer and Vincent Bastien

Kogan Page Limited, 2012

(Kindle Edition recommended)

Additional Readings

Identify 5-10 additional readings (online or printed text) to complement your independent study of the marketing of luxury goods and European perspectives.

Components of Final Grade

Midterm exam	20%
Final exam	20%
Essay #1	10%
Essay #2	10%
Essay #3	10%
Essay #4	10%
Essay #5	10%
Presentation	10%

Grading Scale

93-100 %	A
90-92.9 %	A-
87-89.9 %	B+
83-86.9 %	B
80-82.9 %	B-
77-79.9 %	C+
73-76.9 %	C
70-72.9%	C-
67-69.9 %	D+
63-66.9 %	D
60-62.9 %	D-
Below 60 %	F

Course Outline

Module 1: Fundamentals of Luxury

- In the beginning there was luxury
- The end of a confusion: premium is not luxury

Module 2: Concepts for Marketing

- Anti-laws of marketing
- Facets of Luxury today

Module 3: Marketing luxury goods in the UK

- Evolution of the luxury goods industry
- Key luxury brands
- Cultural characteristics and perspectives
- Marketing strategies and tactics
- The future of luxury goods

Module 4: Consumer Attitudes

- Customer attitudes vis-à-vis luxury

Module 5: Marketing luxury goods in France

- Evolution of the luxury goods industry
- Key luxury brands
- Cultural characteristics and perspectives
- Marketing strategies and tactics
- The future of luxury goods

Module 6: Marketing luxury goods in the Netherlands

- Evolution of the luxury goods industry
- Key luxury brands
- Cultural characteristics and perspectives
- Marketing strategies and tactics
- The future of luxury goods

Module 7: Marketing luxury goods in Germany

- Evolution of the luxury goods industry
- Key luxury brands
- Cultural characteristics and perspectives
- Marketing strategies and tactics
- The future of luxury goods

Module 8: Luxury Brands

- Developing brand equity
- Luxury brand stretching

Module 9: Marketing luxury goods in Italy

- Evolution of the luxury goods industry
- Key luxury brands
- Cultural characteristics and perspectives
- Marketing strategies and tactics
- The future of luxury goods

Module 10: What Makes it Luxury?

- Qualifying a product or service as luxury
- Pricing luxury

Module 11: Selling Luxury

- Distribution and the internet dilemma
- Communicating luxury
- Luxury business models

Module 12: Marketing luxury goods in Greece

- Evolution of the luxury goods industry
- Key luxury brands
- Cultural characteristics and perspectives
- Marketing strategies and tactics
- The future of luxury goods

Academic Integrity

Ramon Llull University, Franklin University Switzerland, and the Catholic University of the Sacred Heart place a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.