

Course form to fill in (STP 2025)

Course title:

Fashion and Luxury Goods Marketing

Staff responsible for the course:

Farah HEFIED

Lecturers:

Sébastien SANTOS

1) **COURSE PRESENTATION**

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

You must fill in the field under the format “the student should be able to...” using action verbs such as define, realise, control... *(This description should not take more than ten lines)*

The goal of this class is to familiarize the students with luxury codes and communication, and to emphasize that luxury marketing is different from the “classic” marketing used for the mass market. After a brief review of fundamental marketing concepts, such as brand, identity and image, we will study the specificities of luxury (the do's and don'ts, the different perceptions, the influence of cultures, the different types of clients) and we will analyze how brands should communicate using various tools (celebrities, products placement, events, digital) in order to share their values and educate their clients on their brand's codes.

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). *(This description should not take more than five lines)*

Interest for luxury, fashion and/or arts

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

- 1) Ice-breaking, introduction and definitions: luxury, fashion, brand, identity and image
- 2) Overview of the luxury industry. Business case on brand extension in luxury
- 3) Luxury or luxuries? The clients of luxury, luxury theories, distribution channels, HNWI
- 4) Business case on luxury brand rejuvenation
- 5) Brands and celebrities
- 6) Luxury consumer behavior. Quiet&Loud luxury
- 7) Business case on brand crisis management and ethics
- 9) Luxury and digital marketing

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE
1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	+4h of corporate sessions
- <i>Tutorials</i>		
- <i>Coaching</i>		
- <i>PBL Course</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books readings</i>	10	
- <i>E-learning</i>		
- <i>Research</i>		
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group Projects</i>	4	
- <i>Individual Projects</i>	4	
- <i>Personal work</i>	10	
Total working time for the student	48	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

4) ASSESSMENT

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

The course assessment combines peer and instructor evaluations. Students will work on a final group project, present it in class, and assess each other's contributions alongside the teacher's evaluation.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			
	Mid-term exam (MIDT)			
	Participation (PARTN)		1	20
	MCQ			
<u>Final exam</u>	Oral final exam/Presentation (ORAL)		1	50
	Written final exam (ENDT)			
<u>Others</u>	Case study (CASE)			
	Group Project (GPROJ)		2	30
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):
The Luxury Strategy: Breaking The Rules Of Marketing To Build Luxury Brands Jean-Noel Kapferer and Vincent Bastien, Kogan Page (2012)
The Theory of the Leisure Class, Thorstein Veblen, Oxford University Press (2009)

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL