

COURSE OUTLINE

KU SHOPPER MARKETING – LUXURY MARKETING
Minor/Major Marketing and International Marketing

LV-Nr. 040 177

Wednesday 13:15 (March and June)
(4 ECTS)

Prof. Dr. Christoph Fuchs

Dr. Cátia Alves

Office Hours: Appointment via mail

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1. Target audience

Students of the Minor or Major in Marketing and International Marketing.

2. Prerequisites

Good knowledge of English, Basic marketing knowledge.

3. Course objectives

This course should provide students with a thorough understanding of luxury brand management and the specific challenges associated with the marketing of luxury products. The course should improve students' analytical and decision-making skills in the domain of luxury.

The course uses an interactive format composed of lectures, student presentations, and discussions. The different teaching methods should provide students with an integrated learning experience. In the first part of the course, students will be introduced to the main concepts of luxury marketing and the key behavioral and strategic foundations of managing luxury brands. In a second part of the course, students will present and critically discuss recent articles on luxury marketing and branding referring to behavioral, strategic, and operational aspects. Students are expected to participate in the discussions actively.

4. Course dates

Wednesday	09.03.	13:15 - 17:30	Hörsaal 16 Oskar-Morgenstern-Platz 1 2.Stock
Wednesday	23.03.	13:15 - 17:30	Hörsaal 16 Oskar-Morgenstern-Platz 1 2.Stock
Wednesday	08.06.	13:15 - 17:30	Hörsaal 16 Oskar-Morgenstern-Platz 1 2.Stock
Wednesday	15.06.	13:15 - 17:30	Hörsaal 16 Oskar-Morgenstern-Platz 1 2.Stock
Wednesday	22.06.	13:15 - 17:30	Hörsaal 16 Oskar-Morgenstern-Platz 1 2.Stock
Wednesday	29.06.	13:15 - 14:45	Hörsaal 10 Oskar-Morgenstern-Platz 1 2. Stock

5. Assessment

Exam day: 29.06. 13:15 - 14:45

Hörsaal 10 Oskar-Morgenstern-Platz 1 2. Stock

Performance in the course will be assessed as follows:

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|-------------------------|-----|
| • Class participation | 15% |
| • Group presentation | 35% |
| • Individual final exam | 50% |

Grades will rely on the following scale:

- 1 \geq 88%
- 2 \geq 75%
- 3 \geq 63%
- 4 \geq 50%

Group presentation – evaluation:

Attendance is required. Group presentations will be assessed based on the quality of the presentation and the critical interpretation and discussion of the article.

Individual exam – evaluation:

The final exam will contain multiple-choice questions. It will be based on the lectures, class discussions, and group presentations.

Students achieving less than 50% of the points will fail the course and must repeat the entire course (they must register in the usual way next time the course is offered).

Registration and attendance

The course and exams will be in English. Students need to register via u:space during the registration period. The maximum number of participants is 50. Class attendance is expected throughout the course.

More detailed information will be provided in the course syllabus, which will be uploaded on Moodle (including an overview of the articles, etc.). If the circumstances in terms of (Covid-19) require it, the course will be offered in a digital format. In that case, the requirements and assessment criteria will not change. Students should also regularly check the syllabus for changes in dates/times or locations.

6. Course Books and Readings

Recommended readings

Kapferer, J. N. (2012). *The luxury strategy: Break the rules of marketing to build luxury brands*. Kogan Page Publishers.

Batat, W. (2019). *The New Luxury Experience*. Springer International Publishing.