

040141 KU Special Topics in Marketing: Luxury Marketing 2 (MA) (2023S)

Luxury Marketing

4.00 ECTS (2.00 SWS), [SPL 4 - Wirtschaftswissenschaften](#)

Continuous assessment of course work

[Moodle](#)

Th 25.05. 09:45-14:45 [Hörsaal 17 Oskar-Morgenstern-Platz 1 2.Stock](#)

Registration/Deregistration

Note: The time of your registration within the registration period has no effect on the allocation of places (no first come, first served).

- Registration is open from **Mo 13.02.2023 09:00** to **We 22.02.2023 12:00**
- Registration is open from **Mo 27.02.2023 09:00** to **Sa 20.05.2023 12:00**
- Deregistration possible until **Sa 20.05.2023 23:59**

Details

max. 50 participants

Language: English

Lecturers

- [Christoph Fuchs](#)
- [Cátia Alves](#)

Classes ([iCal](#)) - next class is marked with N

NThursday 25.05. | 09:45 - 14:45 [Hörsaal 17 Oskar-Morgenstern-Platz 1 2.Stock](#)

Thursday 01.06. | 09:45 - 11:15 [Hörsaal 8 Oskar-Morgenstern-Platz 1 1.Stock](#)

Wednesday 07.06. | 09:45 - 11:15 [Hörsaal 5 Oskar-Morgenstern-Platz 1 Erdgeschoß](#)

Wednesday 07.06. | 12:00 - 14:45 [Hörsaal 16 Oskar-Morgenstern-Platz 1 2.Stock](#)

Thursday 15.06. | 09:45 - 14:45 [Hörsaal 17 Oskar-Morgenstern-Platz 1 2.Stock](#)

Thursday 22.06. | 09:45 - 14:45 [Hörsaal 15 Oskar-Morgenstern-Platz 1 2.Stock](#)

Thursday 29.06. | 09:45 - 14:45 [Hörsaal 17 Oskar-Morgenstern-Platz 1 2.Stock](#)

Information

Aims, contents and method of the course

This course should provide students with a thorough understanding of luxury brand management from a behavioral, strategic, and operational point of view.

In this advanced course, students should learn how to apply and critically-analyze

concepts and strategies learned in Luxury Marketing I. Our learning-by-doing approach is designed to stimulate discussion, develop critical skills and promote mental flexibility, all of which are important characteristics in today's business. Please find more information on the homepage: <https://marketing.univie.ac.at/studium/master/lvs-im-sommersemester/>

Assessment and permitted materials

In this course, students will conduct an audit for a luxury brand with a focus on the 4P's of marketing. Each group will be randomly assigned to a luxury brand of different industries (e.g., apparel, automotive, beauty, jewelry, food, spirits). To enrich their learning experience, students will have the opportunity to interact with invited speakers from the field that will share their professional experience.

Brand audit report - structure:

The project should be structured as follows:

- The first part of the project consists of an overview of the status quo of the brand's marketing strategy (~1/3 of the project). Students should provide an overview of the elements below by identifying their main strengths (s) and weakness(es):
 - Brand (brief history, brand identity, positioning in the market...)
 - Product (core products, extensions, services...)
 - Price strategy (price ranges, pricing policies ...)
 - Point of sale (main channels, experiences at POS...)
 - Promotion (targets, aim(s)...)

- The second part of the project entails conducting a brand audit (~2/3 of the project). Students should make recommendations for a successful luxury marketing strategy by providing four concrete recommendations, at least. Examples of recommendations:
 - Propose a new brand extension
 - Alter the distribution strategy;
 - Introduce the involvement of brand ambassadors
 - Etc.

Writing instructions:

The report should have a maximum of 20 pages long (including the index and references). Please indicate on the front page your brand name, group number, students' names, students' IDs, and e-mails.

- Write in Times New Roman, size 12, and line space 1,5.
- Use the APA style for citations and references.

Group presentations – brand audit:

Students will work in groups of 4 elements (3 elements, exceptionally).

The presentation should be a summary of the report's content.

The duration of each presentation is 30-minutes (maximum), and the allocation of time should be divided equitably per student. The group is expected to answer questions and participate in any class discussions that may arise.

- Please upload your presentation on moodle on the day of your presentation

Group presentations – luxury stores:

Students will work in groups of four (3 elements, exceptionally).

The presentation should be a description of all the features presented in the luxury store (visuals/design, employees, auditory information, etc) – field work.

The duration of each presentation is 20-minutes (maximum), and the allocation of time should be divided equitably per student. The group is expected to answer questions and participate in any class discussions that may arise.

- Please upload your presentation on moodle on the day of your presentation

Minimum requirements and assessment criteria

Performance in the course will be assessed as follows:

- Individual performance (class attendance, participation, discussion) 10%
- Group presentations 45%
- Final report (06.07) 45%

Grades will rely on the following scale:

- 1 ≥ 88%
- 2 ≥ 75%
- 3 ≥ 63%
- 4 ≥ 50%

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

Examination topics

- class discussions
- group presentations
- final report

Reading list

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.

Keller, K. L. (2000). *The Brand Report Card*. Harvard Business Review

Chandon, P. (2003). *Note on Brand Audit: How to Measure Brand Awareness, Brand Image, Brand Equity and Brand Value*. INSEAD