

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

Information about the course

Course details

4.00 ECTS | Continuous assessment of course work | Course format: on site
SPL 4 - Wirtschaftswissenschaften | max. 50 participants | Language: English

Kurs# 040 141

Course instructor: Prof. Dr. Christoph Fuchs and Dr. Catia Alves

Contact: catia.alves@univie.ac.at

Target audience

Students of the Minor or Major in Marketing and International Marketing who completed Luxury Marketing I.

Objectives & Content

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.

Course structure

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.

Project 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.

Group presentations:

Students will work in groups of four (and five students in exceptional cases).

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

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 one day before the presentation at the latest.

Report:

The report should have a maximum of 30 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.

Performance & Assessment criteria

Performance in the course will be assessed as follows:

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| • Individual performance (class attendance, participation, discussion) | 10% |
| • Group presentation (22.06 / 29.06) | 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).

Dates & Content

Day	Hour	Content	Room	Professor
25.05 (Thursday)	09:45 - 14:45	Introduction Theoretical overview	Hörsaal 17 Oskar-Morgens- stern-Platz 1 2.Stock	Cátia Alves
01.06. (Thursday)	09:45 - 11:30	Guest lecture	Hörsaal 17 Oskar-Morgens- stern-Platz 1 2.Stock	Cátia Alves
07.06. (Wednesday)	09:45 - 14:45	Feedback session: Group work	Hörsaal 16 Oskar-Morgens- stern-Platz 1 2.Stock	Cátia Alves
15.06. (Thursday)	09:45 - 11:30	Guest lecture	Hörsaal 17 Oskar-Morgens- stern-Platz 1 2.Stock	Cátia Alves
22.06. (Thursday)	09:45 - 14:45	Group presentations	Hörsaal 15 Oskar-Morgens- stern-Platz 1 2.Stock	Christoph Fuchs
29.06. (Thursday)	09:45 - 14:45	Group presentations	Hörsaal 17 Oskar-Morgens- stern-Platz 1 2.Stock	Christoph Fuchs

Registration/Deregistration

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.

Literature & Textbooks

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