

## KU Special Topics in Marketing: Luxury Marketing 1 (MA) | 2023S

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### 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# 040 177

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

**Contact:** [catia.alves@univie.ac.at](mailto:catia.alves@univie.ac.at)

#### Target audience

This course is intended for students pursuing the master's degrees in Business Administration and International Business Administration.

The course is also open to students from other programs as well as guest students who are aiming for a specialization in marketing and who meet the study requirements.

#### Objectives & Content

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 aims at improving 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.

Firstly, students will be introduced to the main concepts of luxury marketing and the key behavioral and strategic foundations of managing luxury brands. Secondly, students will present and critically discuss recent articles on luxury marketing and branding referring to behavioral, strategic, and operational aspects. Students are expected to actively participate in the discussions.

The course will teach the fundamental concepts of luxury marketing and provide a thorough understanding of luxury brands and consumer behavior.

It will address the following topics:

- What is luxury marketing?
- Why do consumers buy luxury products?
- What is the profile of a luxury consumer? What characterizes them?

- How to create a luxury brand?
- Why is brand identity vital for luxury brands? How is it built?
- How do luxury brands operate (product, price, place, promotion)?

### **Course structure**

The course consists of a series of lectures and group presentations, where the students will present marketing articles on luxury brands. Students are expected to attend all lectures and group presentations. Attendance at the first session is compulsory.

### **Groups:**

Students will be asked to form groups of four (and five students in exceptional cases) and will be asked to present an academic article.

### **Presentation:**

The duration of each presentation is **20-minutes** (maximum), and the allocation of time should be divided equitably per student. Then, the group will respond to questions for **20-minutes**. Please upload your presentation on moodle one day before the presentation at the latest.

### **Content presentation:**

The presentation should contain the following points:

- Overview of the topic and past research
- Research question(s) and hypotheses
- Main results and insights
- Contribution of the article
- Alternative explanations for the results (other than those presented by the authors)
- Reference to real and concrete examples related to the topic of your article
- Possible extensions of the article (still open questions)

### **Article allocation for presentation:**

Groups will be randomly assigned to an article. The articles will be made available online via Moodle.

### **Performance & Assessment criteria**

The performance assessment is based on **three components**:

Class participation: 10 %

Group presentation: 45 %

Individual final exam: 45 %

Grades will rely on the following scale:

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

5 < 50%

**Group presentation:**

- Quality of the presentation (content, organization, clarity)
- Critical interpretation and discussion of the article (not mere replication)
- Communication quality

**Individual exam:**

The final exam will be held in **19th of May (09h:45 – 11:15)** at Hörsaal 15 Oskar-Morgenstern-Platz 1 2. Stock.

The 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).

**Dates & Content**

HS 15

| Date  | Topic                                                                                                                                                                                                                                                                                                                                                                                                              | Professor       |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| 09.03 | Introduction                                                                                                                                                                                                                                                                                                                                                                                                       | Cátia Alves     |
| 16.03 | Theoretical class: Overview                                                                                                                                                                                                                                                                                                                                                                                        | Cátia Alves     |
| 30.03 | <b>Group A:</b> Bellezza, S., & Berger, J. (2020). Trickle-Round Signals: When Low Status Is Mixed with High. <i>Journal of Consumer Research</i> , 47(1), 100-127.                                                                                                                                                                                                                                                | Christoph Fuchs |
|       | <b>Group B:</b> Goor, D., Ordabayeva n., Keinan, A., Crener, S. (2020). The Impostor Syndrome from Luxury Consumption. <i>Journal of Consumer Research</i> , 46, 6, 1031–1051                                                                                                                                                                                                                                      |                 |
|       | <b>Group C:</b> Bellezza, S., Gino, F., & Keinan, A. (2014). The red sneakers effect: Inferring status and competence from signals of nonconformity. <i>Journal of Consumer Research</i> , 41(1), 35-54.<br><b>Group D:</b> Drèze, X., & Nunes, J. C. (2009). Feeling superior: The impact of loyalty program structure on consumers' perceptions of status. <i>Journal of Consumer Research</i> , 35(6), 890-905. | Christoph Fuchs |
| 20.04 | <b>Group E:</b> Hagtvedt, H., & Patrick, V. M. (2008). Art Infusion: The Influence of Visual Art on the Perception and Evaluation of Consumer Products. <i>Journal of Marketing Research</i> , 45(3), 379–389.                                                                                                                                                                                                     | Christoph Fuchs |

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|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
|       | <p><b>Group F:</b> Wang, Y., Xu A., Zhang Y., (2023). L'Art Pour l'Art: Experiencing Art Reduces the Desire for Luxury Goods, <i>Journal of Consumer Research</i>, 49, 5, 786–810</p>                                                                                                                                                                                                                                                                                                               |                 |
|       | <p><b>Group G:</b> Fuchs, C., Prandelli, E., Schreier, M., &amp; Dahl, D. W. (2013). All that is users might not be gold: How labeling products as user designed backfires in the context of luxury fashion brands. <i>Journal of Marketing</i>, 77(5), 75-91.</p> <p><b>Group H:</b> Griskevicius, V., Tybur, J. M., &amp; Van den Bergh, B. (2010). Going green to be seen: status, reputation, and conspicuous conservation. <i>Journal of Personality and Social Psychology</i>, 98(3), 392</p> | Christoph Fuchs |
| 04.05 | <p><b>Group I:</b> Wilcox, K., Kim, H. M., &amp; Sen, S. (2009). Why Do Consumers Buy Counterfeit Luxury Brands? <i>Journal of Marketing Research</i>, 46(2), 247–259.</p> <p><b>Group J:</b> Sun, J. J., Bellezza, S., &amp; Paharia, N. (2021). Buy less, buy luxury: Understanding and overcoming product durability neglect for sustainable consumption. <i>Journal of Marketing</i>, 85(3), 28-43.</p>                                                                                         | Christoph Fuchs |
|       | <p><b>Group K:</b> Goor, D., Keinan A., Ordabayeva N. (2021). Status Pivoting. <i>Journal of Consumer Research</i>, 47, 6, 2021, 978–1002</p> <p><b>Group L:</b> Dion, D., &amp; Borraz, S. (2017). Managing status: How luxury brands shape class subjectivities in the service encounter. <i>Journal of Marketing</i>, 81(5), 67-85.</p>                                                                                                                                                          | Christoph Fuchs |
| 11.05 | Theoretical class: Wrap-up                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Cátia Alves     |
| 19.05 | <b>Final exam</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Cátia Alves     |

### 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. Class attendance is expected throughout the course.

<https://ufind.univie.ac.at/>

### 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.