



Module Descriptor

Title	Luxury Brands Management		
Session	2025/26	Status	
Code	LNDN09006	SCQF Level	11
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	Dr Polly Sokolova		

Summary of Module

This module analyses the principles and strategies involved in the development and positioning of luxury brands. The contemporary meaning of luxury is explored alongside the facets of luxury brand identity. Students will learn to rationalise and understand the methods used in those luxury business models that have achieved profitability. In doing so, the impact of significant digital developments on luxury strategy are considered. Critically, the module also develops awareness of the complex issues involved in the luxury sector and will encourage students to critique and assess how luxury brands challenge the established rules of marketing in their attempts to build significant brand equity.

Through a series of lectures and tutorials, students will have the opportunity to consider the new and emerging definitions of luxury. Students will have the opportunity to consider luxury trends that have been accelerated by the Covid19 pandemic and explore new consumer concerns and practices. Advances in digital in the luxury sector will be explored to assess new opportunities for luxury retail and consumer engagement.

Students will gain formative feedback on their work via the completion of tutorial tasks. Assessment feedback will be provided on Turnitin.

- All lectures will be delivered online via Teams. Also, there may be some additional short videos to watch or reading to consider. You should check Aula regularly.
- We will then explore the concepts discussed in the lectures in greater depth during the tutorials. The tutorials are scheduled for two hours to allow for this. The tutorials have been designed to incorporate practical, industry led, workshop- based tasks and case studies. All tutorials will be on campus unless stated otherwise.
- Lecture topics are linked to specific book chapters that you can find in Cattaneo, E (2023) Managing Luxury Brands, A Complete Guide to Contemporary Luxury Brand Strategies, Kogan Page, London

Module Delivery Method	On-Campus¹ ☐	Hybrid² ☒	Online³ ☐	Work -Based Learning⁴ ☐		
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☒ London ☐ Paisley	☒ Online / Distance Learning ☐ Other (specify)			
Terms for Module Delivery	Term 1	☒	Term 2	☒	Term 3	☒
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Critically analyse strategies employed in luxury brand management to ensure growth and rarity.
L2	Understand the role and importance of brand identity, brand positioning and brand equity in the success of luxury brand management
L3	Critique and rationalise those luxury business models that have achieved profitability using critical knowledge of the complex issues involved in the luxury sector
L4	Research and investigate communications applications in respect of direct, digital and agency-based work.
L5	Assess the impact of digital developments on luxury brand strategy

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 11 Demonstrate knowledge of the strategies that inform luxury brand management and an advanced understanding of the ongoing developments in the luxury marketplace. Demonstrate a critical awareness of current issues in luxury brand management including changing consumer expectations, the impact of digital developments, the evolving facets and meanings of luxury and the key challenges emerging in the management of luxury brands.

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Practice: Applied Knowledge and Understanding	SCQF 11 SCQF Level 11. Demonstrate capacity to critique and rationalise existing luxury business models and their current and future potential paying close attention to ongoing digital developments in the luxury sector.
Generic Cognitive skills	SCQF 11 Apply critical analysis to forefront issues in luxury brand management Identify, conceptualise and define new and abstract problems and issues in luxury brand management. Demonstrate awareness of critical concepts in brand management such as brand identity, brand positioning and brand equity.
Communication, ICT and Numeracy Skills	SCQF 11 Undertake critical evaluations of a wide range of data.
Autonomy, Accountability and Working with Others	SCQF 11 Exercise substantial autonomy and initiative in professional and equivalent activities. Take responsibility for own work and/or significant responsibility for the work of others. Demonstrate leadership and/or initiative and make an identifiable contribution to new thinking.

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	Student Learning Hours (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	15
Laboratory / Practical Demonstration / Workshop	20
Independent Study	165
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Boyd, D (2021) Adding Prestige to Your Portfolio, Kogan Page, London

Cattaneo, E (2023) Managing Luxury Brands, A Complete Guide to Contemporary Luxury Brand Strategies, Kogan Page, London

Kapferer, J.N. (2012) The New Strategic Brand Management: Advanced Insights and Strategic Thinking, 5th Edition, London, Kogan Page Ltd.

Kapferer, J.N. (2015) Kapferer on Luxury, How Luxury Brands Can Grow Yet Remain Rare, Kogan Page London

Lalaounis, S.T. (2021) Strategic Brand Management and Development, Routledge, Taylor and Francis

Studente, S. and Cattaneo, E. (2023) Contemporary Issues in Luxury Brand Management, Routledge, London

Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via Aula.

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#), Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Attending online lectures and in-person workshops every week. Attendance will be monitored.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Marketing, Innovation, Tourism Events
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☐ Yes ☒ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.

School Assessment Board	MITE
Moderator	Dr Caglar Bideci
External Examiner	
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☐ No
Changes / Version Number	2

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Essay 50%
Assessment 2
Group Presentation (Critique) based on the luxury communication of a luxury brand (50% of the overall mark)
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Essay	☒	☒	☐	☐	☐	50	

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Group presentation	☐	☐	☒	☒	☐	50	

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
-------------	-------------	------------
