University of the West of Scotland
Module Descriptor

Session: 2023/24
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Title of Module: Luxury Brands Management			
Code:	**SCQF Level: 11** (Scottish Credit and Qualifications Framework)	**Credit Points: 20**	**ECTS: 10** (European Credit Transfer Scheme)
School:	School of Business & 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

Face-To-Face	Blended	Fully Online	HybridC	HybridO	Work-based Learning
✓			✓		

Face-To-Face
Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.
Blended
A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations
Fully Online
Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.
HybridC
Online with mandatory face-to-face learning on Campus
HybridO
Online with optional face-to-face learning on Campus
Work-based Learning
Learning activities where the main location for the learning experience is in the workplace.

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
				✓		

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	✓	Term 2	✓	Term 3	✓

Learning Outcomes: (maximum of 5 statements)

On successful completion of this module the student will be able to:
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. 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 Level 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.
Practice: Applied Knowledge and Understanding	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 Level 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 Level 11. Undertake critical evaluations of a wide range of data.
Autonomy, Accountability and Working with others	SCQF Level 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.

Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

* Indicates that module descriptor is not published.

Learning and Teaching	
This module will be delivered via online lectures and face to face tutorial sessions. The lectures will set the scene for the week in terms of the branding concepts that we will be considering. In your tutorials you will work with other students to explore these concepts in greater depth and establish how you can apply the knowledge gained from tasks completed here in your assessment submissions.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Laboratory/Practical Demonstration/Workshop	20
Asynchronous Class Activity	30

Independent Study	150
	200 Hours Total

**Indicative Resources: (eg. Core text, journals, internet access)

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

(**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)

Engagement Requirements

In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time. Please refer to the Academic Engagement Procedure at the following link: <u>Academic engagement procedure</u>

Supplemental Information

Programme Board	Marketing, Innovation, Tourism & Events
Assessment Results (Pass/Fail)	No
Subject Panel	TBC
Moderator	TBC
External Examiner	TBC
Accreditation Details	

Changes/Version Number	1

Assessment: (also refer to Assessment Outcomes Grids below)
'Explore and critique the new and evolving definitions of luxury and the key facets of luxury branding.
Develop an industry-based case study on a luxury brand of your choice, critiquing their advances in digital strategy.
(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 Handbook.)

Assessment Outcome Grids (Footnote A.)

Component 1

Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Essay	✓	✓			60	0

Component 2

Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Case study			✓	✓	40	0
Combined Total For All Components					100%	0 hours

Footnotes
A. Referred to within Assessment Section above
B. Identified in the Learning Outcome Section above

Note(s):
1. More than one assessment method can be used to assess individual learning outcomes. 2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note). This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

Equality and Diversity 6

The Equality, Diversity and Human Rights policy underpins student engagement. We aim to make UWS a fair and equal place to study an institution which addresses specific issues covering all aspects of equality, diversity and human rights. Where required module assessment will be adapted to meet student requirements.
UWS Equality and Diversity Policy (http://www.uws.ac.uk/equality/)
UWS Equality and Diversity Policy

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