Zurich University
of Applied Sciences

School of
Management and Law

2020.FS

Module Name: Luxury Goods Management		
Module Code	w.BA.XX.2LGM-IM.XX	
Module Description	Luxury goods management requires specific knowledge because the marketing of luxury products differs from the standard techniques that are used to market similar products for a different target segment. The module “Luxury Goods Management” provides students with the basic and essential industry-specific knowledge needed to understand and develop successful luxury strategies	
Program and Specialization	§ Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PiE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (PiE) § Business Administration - Risk and Insurance § Business Information Technology § Business Law § International Management	
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009	
Module Category	**Module Type:** Compulsory Elective	**Program Phase:** Main Study Period
ECTS	3	
Organizational Unit	W Abt. International Business Leitung	
Module Coordinator	Fabio Duma (dumf)	
Deputy Module Coordinator	Maya Gadgil (gadg)	
Prerequisite Knowledge	Students must have a keen interest in the luxury market, not only from a general marketing perspective, but also with regard to the sociological and psychological perspectives of prestige consumption, how it changes over time, and how it differs in various cultures.	
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence	
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change	
Module Learning Objectives	Students... § become familiar with the luxury goods sector. § learn about the significance of luxury for culture, society, and the economy. § get to know the different luxury consumer markets and their most important features and stakeholders. § grasp the principles of successful marketing strategies in the luxury market. § understand the buying behavior and expectations of luxury goods customers.	

	§ understand the strategic challenges of the international luxury industry and use that knowledge to develop product and market strategies.
Module Content	§ Basic knowledge of the luxury industry (definition, history) § The luxury consumer (cultural aspects, international differences) § Important players and sectors in the luxury goods industry § Insight into essential business areas of luxury goods management (brand management, product management, distribution/retail, (personal) service, marketing & communication, etc.) with a strong international focus § Trends in the luxury industry, such as e-commerce, digital marketing, and sustainability
Links to other modules	-

Methods of Instruction		**Social Settings Used:**
	§ Lecture § Interactive Instruction § Case Studies § Exercises § Project Work	§ Individual Work § Group Work

Digital Resources	
	§ Teaching Materials § Key academic & non-academic articles

Type of Instruction	**Classroom Instruction**	**Guided Self-Study**	**Autonomous Self-Study**
Large Class	-	-	
Small Class	28 h	32 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**28 h**	**32 h**	**30 h**

Performance Assessment

End-of-module exam	**Form**	**Length (min.)**	**Weighting**
-	-	-	-
Permitted Resources	-		

Others	**Assessment**	**Length (min.)**	**Weighting**
Written Assignment	Grade	-	60,00 %
Talk/oral presentation	Grade	10	20,00 %
Talk/oral presentation	Grade	10	20,00 %

Classroom Attendance Requirement	Attendance is mandatory (max. 2 absences). Unexcused absences or absences for no important reason will result in lower individual grades; in such cases, the Program Head will be notified.
Language of Instruction/Examination	English
Compulsory Reading	§ Kapferer, J. & Bastien, V. (2012). The Luxury Strategy. 2nd edition. Kogan Page Limited. ISBN 978-0749464912.
Recommended Reading	§ Wiedmann, K. & Hennigs, N. (2013). Luxury Marketing. Wiesbaden: Springer Gabler. ISBN 978-3834943989. § Chevalier, M. & Gutsatz, M. (2012). Luxury Retail Management. Singapore: John Wiley & Sons. ISBN 978-0470830260. § Wittig, M., Sommerrock, F. & Albers, M. (2015). Rethinking Luxury: How to Market Exclusive Products in an Ever-Changing Environment. 1st edition. Lid Publishing Inc. ISBN 978-1907794568.
Comments	This is a revised version due to module changes required in the 2020 spring semester.