

**Number of ECTS credits :** 3**Course language :** Anglais**Course leader :** POHARDY OLIVIER**Speakers :** ALOUCHE Sue**≡ COURSE DESCRIPTION**

In this short course you will learn the history of how France became the first country to develop and regulate a luxury brand industry. You will study French luxury brands as case studies and will learn the importance of storytelling in luxury communication strategies. You will need to understand the importance of communicating the heritage, values and personality of luxury brands to their chosen consumers and how the positioning of luxury brands has changed over time due to the 'democratization and digitalization' of 'luxury' - the way 'luxury' is now perceived, particularly by younger generations. The course will also include creative exercises and creative writing.

**≡ COURSE OBJECTIVES**

Create and write your own brand story targeting a particular audience.

Understand the importance of heritage, brand values and personality.

Use and understand theoretical methodologies such as the Brand Prism, Joseph Campbell's The Heroes Journey.

Learn the importance of Brand Storytelling as part of social media and digital content communications.

Understand the Customer Journey step-by-step through the on-line and off-line communication process.

Develop a Communications Plan to bring together your ideas as a cohesive strategy.

**≡ LEARNING OBJECTIVES**

**C4B learning goal** LG1 - Analysis

**C4B learning objective** LO2 - Analyse complex situations

**Outcomes** Lev. 0 - NC

**C4B learning goal** LG1 - Analysis

**C4B learning objective** LO3 - Use cross-disciplinary approaches

**Outcomes** Lev. 0 - NC

**C4B learning goal** LG3 - Entrepreneurship and Innovation

**C4B learning objective** LO7 - Identify needs and draw up an appropriate offer

**Outcomes** Lev. 0 - NC

**C4B learning goal** LG4 - CSR

**C4B learning objective** LO12 - Take a decision from economic, social and environmental perspectives

**Outcomes** Lev. 0 - NC

**C4B learning goal** LG5 - Cooperation

**C4B learning objective** LO13 - Communicate and interact

**Outcomes** Lev. 0 - NC

**≡ TACKLED CONCEPTS**

Intercultural communication, organisation theory in communication and media, comparative analysis.

## ≡ LEARNING METHODS

The course puts a strong emphasis on practical applications in real world business and professional situations in France. This practical dimension will be enhanced through exercises and cases.

## ≡ ASSIGNMENTS

Students will prepare a presentation of a comparative study of the communication function and discuss its outcomes. Class participation, reading of required documents/articles.

## ≡ BIBLIOGRAPHY

A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms Kindle Edition by Andrea Phillips

Storybranding by by Jim Signorelli

<https://www.amazon.com/StoryBranding-Creating-Stand-Out-Brands-Through/dp/1608321452>

Resonate: Present Visual Stories that Transform Audiences 1st Edition by Nancy Duarte <https://www.amazon.com/Resonate-Present-Stories-Transform-Audiences/dp/0470632011>

The Hero with a Thousand Faces (The Collected Works of Joseph Campbell) Third Edition by Joseph Campbell [https://www.amazon.com/Thousand-Faces-Collected-Joseph-Campbell/dp/1577315936/ref=sr\\_1\\_1\\_s=books&ie=UTF8&qid=1473935976&sr=1-1&keywords=joseph+campbell+heroes+journey](https://www.amazon.com/Thousand-Faces-Collected-Joseph-Campbell/dp/1577315936/ref=sr_1_1_s=books&ie=UTF8&qid=1473935976&sr=1-1&keywords=joseph+campbell+heroes+journey)

Bird by Bird: Some Instructions on Writing and Life 1st Edition by Anne Lamott [https://www.amazon.com/gp/product/0385480016/ref=as\\_li\\_tlie=UTF8&camp=1789&creative=390957&creativeASIN=0385480016&linkCode=as2&tag=storbist09-20&linkId=L74AFZYDEFESC3L4](https://www.amazon.com/gp/product/0385480016/ref=as_li_tlie=UTF8&camp=1789&creative=390957&creativeASIN=0385480016&linkCode=as2&tag=storbist09-20&linkId=L74AFZYDEFESC3L4)

The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands Kindle Edition by Jean-Noel Kapferer [https://www.amazon.co.uk/Luxury-Strategy-Break-Marketing-Brands-ebook/dp/B008YUEDFG/ref=sr\\_1\\_2?s=books&ie=UTF8&qid=1473936278&sr=1-2&keywords=noel+kapferer](https://www.amazon.co.uk/Luxury-Strategy-Break-Marketing-Brands-ebook/dp/B008YUEDFG/ref=sr_1_2?s=books&ie=UTF8&qid=1473936278&sr=1-2&keywords=noel+kapferer)

Luxury Fashion Branding: Trends, Tactics, Techniques Hardcover by U. Okonkwo [https://www.amazon.co.uk/Luxury-Fashion-Branding-Tactics-Techniques/dp/0230521673/ref=sr\\_1\\_2?](https://www.amazon.co.uk/Luxury-Fashion-Branding-Tactics-Techniques/dp/0230521673/ref=sr_1_2?)

## ≡ EVALUATION METHODS

40 % : Course work

60 % : Exam

## ≡ SESSIONS

1

LECTURE : 03h00

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Presentation : Introduction to the history of the development of the luxury industry in France and the democratization and digitalization of 'luxury'.

Workshop : Video case studies and a creative exercise.

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2

LECTURE : 03h00

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Presentation : Introduction to the history of the development of the luxury industry in France and the democratization and digitalization of 'luxury'.

Workshop : Video case studies and a creative exercise.

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3

LECTURE : 03h00

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Group presentations - 3 boards.

Presentation : why storytelling is important and the things to consider.

More video case studies - Joseph Campbell and handout.

Workshop : Creative Exercise 6 word story. StoryPack exercise. Develop your Brand Story.

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**4**

**LECTURE : 03h00**

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Group presentations - 3 boards.

Presentation : Introduction to the history of the development of the luxury industry in France and the democratization and digitalization of 'luxury'.

Workshop : Video case studies and a creative exercise.

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**5**

**LECTURE : 03h00**

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Group Presentations Continuing Assessment. Brand Storytelling.

Presentation : Customer Journey. Storyboarding your story.

Workshop : Exercises : develop your Customer Journey and Storyboard

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**6**

**LECTURE : 03h00**

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Group Presentations Continuing Assessment. Brand Storytelling.

Presentation : Customer Journey. Storyboarding your story.

Workshop : Exercises : develop your Customer Journey and Storyboard

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**7**

**LECTURE : 03h00**

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Group Presentations Continuing Assessment. Customer Journey and Storyboard.

Presentation: Communications Planning on-line and off-line.

Creative approach to storytelling. Develop your own communications plan.

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**8**

**LECTURE : 03h00**

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FINAL GROUP PRESENTATIONS. 20 MINUTES PER GROUP.

Assessment criteria on following page.

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