

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

Bird by Bird: Some Instructions on Writing and Life 1st Edition by Anne Lamott https://www.amazon.com/gp/product/0385480016/ref=as_li_tl?ie=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

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?

≡ EVALUATION METHODS

40 % : Course work

60 % : Exam

≡ SESSIONS

1

LECTURE : 03h00

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.

2

LECTURE : 03h00

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.

3

LECTURE : 03h00

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.

4

LECTURE : 03h00

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.

5

LECTURE : 03h00

Group Presentations Continuing Assessment. Brand Storytelling.

Presentation : Customer Journey. Storyboarding your story.

Workshop : Exercises : develop your Customer Journey and Storyboard

6

LECTURE : 03h00

Group Presentations Continuing Assessment. Brand Storytelling.

Presentation : Customer Journey. Storyboarding your story.

Workshop : Exercises : develop your Customer Journey and Storyboard

7

LECTURE : 03h00

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.

8

LECTURE : 03h00

FINAL GROUP PRESENTATIONS. 20 MINUTES PER GROUP.

Assessment criteria on following page.
