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S4MKT536_2018 - MARKETING AND ENTREPRENEURSHIP IN LUXURY AND FASHION INDUSTRIES	2

Number of ECTS credits : 2

Course language : Anglais

Course leader : McDONAGH Paul

≡ COURSE DESCRIPTION

This course is designed to any student wishing to work in the luxury sector to its large extent. It insists on the definition of luxury and the specific characteristic of the sector. It focusses on the general trends of the sector, how to set a luxury marketing strategy, and focusses on some important segments, such as fashion, leather goods, watches, and perfumery. Moreover, I insist on the new challenges the luxury sector has to face with the digital economy. There is also a deep focus on entrepreneurship in the luxury industry, where I share my own brand launch on men & women clothes.

≡ COURSE OBJECTIVES

The teaching objectives of this course are:

- How to position a brand as a luxury brand
- How to build a luxury marketing strategy
- How to deal with the digital aspects when you manage a luxury brand
- How to create and launch a luxury brand

≡ LEARNING GOALS

LG03 - Analysis : Use cross-disciplinary approaches

LG06 - Action : Communicate in a foreign language in a professional context

LG07 - Entrepreneurship and Innovation : Identify needs and draw up an appropriate offer

LG12 - CSR : Take a decision from economic, social and environmental perspectives

LG14 - Cooperation : Work effectively in a team

≡ TACKLED CONCEPTS

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- Luxury (Definition)
- 3-Dimensional mapping
- Distinction between a luxury company and non-luxury one
- Luxury paradoxes
- Lean Start Up (Eric Ries)
- Business Model Canvas
- Digital Luxury
- Fashion Tech

≡ LEARNING METHODS

- Lecture course
- My own testimonies about entrepreneurship in the luxury & fashion sector
- Video presentations
- Luxury advertisings / retail pictures
- Case studies

≡ ASSIGNMENTS

Final exam

≡ BIBLIOGRAPHY

- LUXE OBLIGE - VINCENT BASTIEN, JEAN-NOËL KAPFERER, 2012, Editions Eyrolles (Paris)
- ECO-CHIC. THE FASHION PARADOX -BLACK, SANDY, 2008, Black Dog Editions
- DNVB : LES SURDOUEES DU COMMERCE DIGITAL (DIGITALLY NATVE VERTICAL BRANDS), 2018, VIVIANE LIPSKIER
- LUXE : NOUVEAUX CHALLENGES, NOUVEAUX CHALLENGERS, JEAN-NOËL KAPFERER, 2016, Editions Eyrolles
- FASHION ENTREPRENEURSHIP. RETAIL BUSINESS PLANNING - GRANGER, MICHELE - STERLING, TINA, 2003, Fairchild Editions
- FASHION FROM CONCEPT TO CONSUMER - STEPHENS FRINGS, GINI, 2005, Pearson Editions
- HOW DESIGNERS THINK. THE DESIGN PROCESS DEMYSTIFIED, 4TH EDITION - LAWSON, BRYAN, 2008, Elsevier Editions
- HISTOIRE DU LUXE EN FRANCE, DES ORIGINES À NOS JOURS - CASTARÈDE, JEAN, 2007, Editions Eyrolles (Paris)
- LA CHINE ET LE LUXE - TSAI, JACQUELINE, 2008, Editions Odile Jacob (Paris)
- LA LAIDEUR SE VEND MAL - LOEWY, RAYMOND, 1952, 1963, Editions Gallimard (Paris)
- LE LUXE ÉTERNEL. DE L'ÂGE DU SACRÉ AU TEMPS DES MARQUES - LIPOVETSKY, GILLES - ROUX, ELYETTE, 2003, Editions Gallimard (Paris)

LE MARKETING DES ÉMOTIONS - CHETOCHINE, GEORGES, 2009, Editions Eyrolles (Paris)

≡ EVALUATION METHODS

100 % : Dossier

≡ SESSIONS

1

SESSION 1: Introduction to the luxury sector

BRIEFING : 03h00

1.

LECTURE: 03h00

Definition of the luxury sector

Key facts and figures about the luxury market

Case study presentation on a luxury perfume brand

2

SESSION 2: How to set a luxury marketing strategy

BRIEFING : 00h00

1.

LECTURE: 03h00

The paradoxes of the luxury sector

How to build a luxury brand image

Case study presentation on a luxury major fashion house

3

SESSION 3: Can luxury be digital?

BRIEFING : 03h00

1.

LECTURE: 03h00

The pros and cons of digital luxury

Should you sell your luxury brand on the internet?

How should a brand communicate on the web?

Case study presentations

4

. SESSION 4: Entrepreneurship in the luxury fashion sector

BRIEFING : 02h00

1.

LECTURE: 03h00

What are the specific challenges when starting your business within the luxury sector?

What are the challenges with a fashion business?

What are the mistakes you shouldn't do? (and which I already experimented for you!)

What are the key success factors? (which I'm also experimenting now!)

5

1. SESSION 5: Final exam

BRIEFING : 02h00

LECTURE: 03h00

Final exam (1,5 hour)

Some case studies presentations about entrepreneurs in the luxury sector

Questions & Answers about the course
