

General Information	
Academic subject	Luxury Marketing
Degree course	
Curriculum	
ECTS credits	
Compulsory attendance	No
Language	English

Subject teacher	Name Surname	Mail address	SSD
	Amatulli	cesare.amatulli@uniba.it	SECS-P/08

ECTS credits details			
Basic teaching activities			

Class schedule	
Period	
Year	
Type of class	Lecture - workshops

Time management	
Hours	
Hours of lectures	
Tutorials and lab	

Academic calendar	
Class begins	September 21
Class ends	December 1

Syllabus	
Prerequisites/requirements	No
Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS)	<p><i>Knowledge and understanding</i> After this course participants will know how marketing is applied to luxury products. Participants will understand how and why luxury marketing differs from traditional marketing.</p> <p><i>Applying knowledge and understanding</i> Participants will discuss real case studies and will get in touch with managers coming from luxury companies, thus understanding how luxury is evolving and how luxury brand are approaching the global market.</p> <p><i>Making informed judgements and choices</i> The analysis of luxury marketing strategies will allow participants to understand how to make right decisions in the context of the current luxury market.</p> <p><i>Communicating knowledge and understanding</i> Students will increase their communication skills and their persuasiveness. In particular, they will be encouraged to improve their capability to work in team, to share information and to prepare rigorous presentations.</p> <p><i>Capacities to continue learning</i> Participants will learn how to analyse the branding strategies</p>

	of a luxury company, with in particular a focus on consumer behaviour. Thus, they will be able to start a managerial career within a luxury brand continuing exploring the luxury market by applying their personal skills and their specific knowledge on luxury marketing.
Contents	<ul style="list-style-type: none"> • The basis of luxury • Luxury marketing vs. traditional marketing • Consumer behavior in luxury • Distribution and retailing for luxury products • Luxury branding • The Internet vs. luxury dilemma • Luxury and sustainability
Course program	
Bibliography	<p>Kapferer, J. N., & Bastien, V. (2012). <i>The luxury strategy: break the rules of marketing to build luxury brands</i>. Kogan page publishers.</p> <p>Extra materials will be shared by the teacher.</p>
Notes	
Teaching methods	“Real Time Luxury” approach, based on frontal lessons, case studies, guest speakers.
Assessment methods (indicate at least the type written, oral, other)	Written individual exam
Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and how many levels of achievement there are.	<p><i>Knowledge and understanding</i> Students must know what luxury marketing means and how all its dimensions are changing.</p> <p><i>Applying knowledge and understanding</i> Students must be able to connect the content of the classes with the real world, that is with the current managerial issues faced by luxury brands.</p> <p><i>Making informed judgements and choices</i> Students must be able to assess the marketing strategies of a luxury companies, thus being able to act as consultants or marketing managers.</p> <p><i>Communicating knowledge and understanding</i> Students must be able to persuade the market by understanding the brand identity and conveying the most innovative content through the right strategies.</p> <p><i>Capacities to continue learning</i> Students must be able to use interaction and to go over the content of the course, thus rethinking effective luxury strategies in different contexts and luxury sectors.</p>
Further information	