

Annexe A: New/Revised Course Content in OBTL+ Format

Course Overview

The sections shown on this interface are based on the templates [UG OBTL+](#) or [PG OBTL+](#)
If you are revising/duplicating an existing course and do not see the pre-filled contents you expect in the subsequent sections e.g. Course Aims, Intended Learning Outcomes etc. please refer to [Data Transformation Status](#) for more information.

Expected Implementation in Academic Year	AY2024-2025
Semester/Trimester/Others (specify approx. Start/End date)	Semester 1
Course Author * Faculty proposing/revising the course	Assoc Prof Lewis Lim
Course Author Email	akslim@ntu.edu.sg
Course Title	Luxury Marketing
Course Code	BU5546
Academic Units	3
Contact Hours	39
Research Experience Components	

Course Requisites (if applicable)

Pre-requisites	Nil
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

Course Aims

The purpose of this course is to prepare you for future marketing positions in the luxury goods and services sector by exposing you to the nuances of marketing practice and the contemporary marketing challenges in this exciting and growing sector. This course is designed for any student who has an interest in pursuing a luxury marketing career and is eager to learn the finer aspects of luxury marketing in an applied, experiential manner. Through a series of case studies, interactions with industry guest speakers, participation in industry events, and a company-sponsored term project on a real-life luxury marketing problem, you will gain valuable knowledge of how luxury sector companies implement effective marketing strategies, and you will acquire useful skills that will enable you to confidently seek jobs with luxury companies. Even if you do not end up working in the luxury sector, the knowledge of affluent/lifestyle marketing that you will acquire from this course will benefit you in marketing or marketing-related jobs in various other sectors.

Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	Describe the structure of key luxury trades and discover peculiar problems and challenges faced by luxury goods and services companies in those trades.
ILO 2	Analyse persistent and emerging marketing issues in the luxury sector and apply time-honoured marketing principles to addressing those issues.
ILO 3	Conduct useful research to deeply investigate a real-life marketing problem at a specific luxury company and, on the basis of the insights gathered, formulate a practical marketing strategy to solve the problem.
ILO 4	Exhibit the professional comportment and collaborative traits befitting a sophisticated executive working in the luxury sector.

Course Content

The course syllabus covers (and is not limited to) the following topics:

- The changing market landscape for luxury goods and services
- The job of the luxury brand marketer and emerging roles in luxury companies
- The new luxury consumer and the evolving concept of luxury in the Asian consumer market
- Market research methodologies for studying affluent consumers
- Structural forces and competitive dynamics in luxury industries
- Luxury brand portfolio management and pricing strategies for luxury goods
- Sustainability and ethical issues in luxury supply chains
- Channel issues and omnichannel strategies for luxury goods
- Emerging technologies and their impact on luxury marketing, distribution, and consumption
- Revolutions in luxury supply chains and implications for luxury marketing
- Problems and challenges in major luxury trades such as cars, watches, leather & lifestyle goods, jewellery, luxury liquor, fashion, hospitality & travel, and pre-owned channels

Reading and References (if applicable)

A collection of articles and videos will be curated and prescribed for your reference. The materials are meant to provide perspectives and stimulate reflection on your part; they are not intended to serve as the authoritative word or views on the subject, so do not, for example, read the articles as though they are any kind of “scriptures”. Do instead form your own views as you refer to the materials as you progress through the course and be prepared to debate the issues during class discussions. Although the instructor does not believe in teaching out of a textbook, the following is a useful reference text which you can consider acquiring for supplementary reading:

Ashok Som and Christian Blanckaert (2021), *The Road to Luxury: The New Frontiers in Luxury Brand Management* (2nd edition), John Wiley & Sons. (available at the campus bookstore and also in electronic version at the NTU Library)

Planned Schedule

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
1	<p>Course introduction and team administration •</p> <p>Lecture: The changing market landscape for luxury goods and services •</p> <p>Discussion: The job of the luxury brand marketer within a typical luxury company; emerging roles and career opportunities in the luxury goods and services sector</p>	1	<ul style="list-style-type: none"> • Breakout discussion of the nature of luxury marketing • Supplementary readings to be assigned 		
2	<ul style="list-style-type: none"> • Lecture: Consumer behaviour in luxury markets; anthropology of luxury culture and lifestyle • Discussion: Distortions in luxury markets caused by speculative activities and other shady trades • Briefing on Deep-Dive Market Analysis assignment (team presentations commencing in Week 4) 	1, 2	<ul style="list-style-type: none"> • A special case study on “Flippers and Crazy Short Term Investors in Luxury Watches” • Supplementary readings to be assigned 		

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
3	<ul style="list-style-type: none"> Briefing on Applied Company Project Lecture: Market research methodologies for studying luxury consumers (and applications to the research tasks in Applied Company Project) 	2, 3	<ul style="list-style-type: none"> Guests from project sponsor company to give project brief Supplementary readings to be assigned 		
4	<ul style="list-style-type: none"> Deep-Dive Market Analysis Presentation: Luxury Watches Discussion: Structural forces and competitive dynamics in luxury industries 	1, 2, 4	<ul style="list-style-type: none"> Team 1 to present Supplementary readings to be assigned 		
5	<ul style="list-style-type: none"> Deep-Dive Market Analysis Presentation: Luxury Leather & Lifestyle Goods Discussion: Luxury brand portfolio management and pricing strategies for luxury goods 	1, 2, 4	<ul style="list-style-type: none"> Team 2 to present Supplementary readings to be assigned 		

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
6	<ul style="list-style-type: none"> • Deep-Dive Market Analysis Presentation: Luxury Jewellery • • Discussion: Sustainability and ethical issues in luxury supply chains 	1, 2, 4	<ul style="list-style-type: none"> • Team 3 to present • Supplementary readings to be assigned 		
7	<ul style="list-style-type: none"> • Deep-Dive Market Analysis Presentation: Luxury Fragrances • • Discussion: Channel issues and omnichannel strategies for luxury goods 	1, 2, 4	<ul style="list-style-type: none"> • Team 4 to present • Supplementary readings to be assigned • Mid-point progress check for Applied Company Project 		
8	<ul style="list-style-type: none"> • Deep-Dive Market Analysis Presentation: Luxury Liquor • • Discussion: Counterfeiting and grey markets in luxury 	1, 2, 4	<ul style="list-style-type: none"> • Team 5 to present • Supplementary readings to be assigned 		
9	<ul style="list-style-type: none"> • Deep-Dive Market Analysis Presentation: Luxury Fashion • Discussion: Emerging technologies and innovation in luxury marketing 	1, 2, 4	<ul style="list-style-type: none"> • Team 6 to present • Supplementary readings to be assigned 		

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
10	<ul style="list-style-type: none"> Deep-Dive Market Analysis Presentation: Luxury Hospitality & Travel Discussion: Service excellence and customer experiencing journey mapping in luxury 	1, 2, 4	<ul style="list-style-type: none"> Team 7 to present Supplementary readings to be assigned 		
11	<ul style="list-style-type: none"> Deep-Dive Market Analysis Presentation: Luxury Residences Discussion: The democratisation of luxury markets 	1, 2, 4	<ul style="list-style-type: none"> Team 8 to present Supplementary readings to be assigned 		
12	<ul style="list-style-type: none"> Review of Deep-Dive learning over the semester Final tips for Applied Company Project submission 	1, 2	Applied Company Project due end of this week		
13	<ul style="list-style-type: none"> Lecture: Revolutions in the luxury industry and a view to the future 	1, 2, 3	<ul style="list-style-type: none"> Possible industry guest speaker on this topic 		

Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Seminars and case study discussions	The weekly seminars will be highly interactive sessions in which you will immerse in the discussions of sector-level problems and specific company cases, and consequently gain a deep appreciation for the real-life marketing issues faced by luxury companies.
Guest lectures by senior industry practitioners	The scheduled guest lectures given by senior industry practitioners will offer you added insights into the contemporary luxury marketing challenges and the innovative marketing strategies that successful companies have employed to overcome the challenges.
Field visits	Where feasible and where safety conditions permit, you will have the opportunity to participate in field visits to industry events such as product launches and trade shows, which will offer you added exposure to and networking opportunities in the world of luxury marketing.
Company-sponsored applied project	The Applied Company Project which will be sponsored by an industry partner of the school will give you the opportunity to work on live marketing challenge presented by the company. You will get to apply the knowledge gained from the module to carry out useful research and develop creative strategy proposals to solve the live problem.

Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Report/Case study(Deep-Dive Market Analysis)	1, 2	Acquisition of Knowledge; Oral Communication	30	Team		
2	Continuous Assessment (CA): Project(Applied Company Project)	2, 3	Problem Solving & Decision Making	40	Individual		
3	Continuous Assessment (CA): Others(Peer Evaluation)	4	Teamwork & Interpersonal Skills	10	Individual		
4	Continuous Assessment (CA): Class Participation(Professional Conduct)	4	Teamwork & Interpersonal Skills	20	Individual		

Description of Assessment Components (if applicable)

*In order to pass this course, you must be assessed on all of the components. In other words, even if you have obtained high grades on some of the assessment components, you will fail the course if you miss out a single assignment.

Formative Feedback

Feedback is central to learning in this course. You will receive both written and verbal feedback from me on your assignments. For the Deep-Dive Market Analysis assignment, I will debrief you immediately after you have made your in-class presentation. For the Applied Company Project, I will guide you through the various milestones of the project and you will receive written comments on your submitted strategy proposal at the end of the semester. For Peer Evaluation and Professional Conduct, you will be counselled by me if your performance deviates from the usual high standards observed in courses I conduct.

NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
Collaboration	Intermediate
Communication	Advanced
Problem Solving	Advanced
Value Creation	Advanced
Embrace Challenge	Advanced

Course Policy

Policy (Academic Integrity)

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values. As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. On the use of technological tools (such as Generative AI tools), different courses / assignments have different intended learning outcomes. Students should refer to the specific assignment instructions on their use and requirements and/or consult your instructors on how you can use these tools to help your learning. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Policy (General)

Policy (Absenteeism)

Policy (Others, if applicable)

Attendance, Participation, and Team Contribution

Full attendance at all scheduled classes is expected. As students preparing for professional careers in the luxury sector, you should treat attending classes like attending business meetings where preparation, participation, and courteous conduct are part of the norms. In addition, since part of your work may occur outside the classroom (e.g., team meetings, consultations with the instructor, field research for projects and assignments, etc.), you are also expected to show up for and contribute to all scheduled off-classroom activities. Only under exceptional circumstances (and with valid reasons communicated to both the instructor and your teammates) will non-attendance be excused. If you expect to have to miss a class or team meeting due to another official engagement, you must inform the instructor as well as your teammates in advance. In addition, you are expected to exercise professional etiquette and personal discipline in your behaviour in this course. To reward desired behaviour, there will be a peer evaluation and a professional conduct component to the course grade.

Team Formation

At the start of the trimester, you will be pre-assigned to a team for the Deep-Dive Market Analysis assignment. As in professional work settings, you do not get to choose your colleagues. In keeping with the goal to train you for real-life professional challenges, the team formation will be done with diversity considerations in mind.

Regardless

of whom you team up with and whether you like or don't like any particular team member, you must try to work together as a team and act professionally in all team activities. It is hoped that you will learn to work with teammates of different cultures, personalities, and thinking/working styles, and to deal effectively with interpersonal conflicts

as they arise.

Submissions

All submission deadlines for assignments must be strictly adhered to. Late submissions will not be graded, or, at best, heavy penalties will be imposed.

AACSB Assurance of Learning Compliance

Nanyang Business School is an Association to Advance Collegiate School of Business (AACSB) accredited institution.

As part of the accreditation requirements, we are obliged to keep records of students' accomplishment of learning

goals and objectives in all of our courses. Detailed documentation of student performance and learning progress, using proper assessment rubrics, will be made, and the overall achievement statistics will be reported to AACSB.

While the standards of assessment in this course will be high, it is expected that student performance and learning

levels will be equally impressive given the stringent admissions criteria of Nanyang Business School programmes.

Grading

In accordance with NTU policy, the instructor will provide letter grades (e.g., A, A-, B+, B, etc.) along with qualitative

performance feedback on your assignments. All grades are subject to moderation and all grade information revealed to you by the instructor is to be treated as tentative until you receive your official results from the university.

Learning Attitude

Ultimately, whether you benefit from taking this course depends on how eager you are to learn and discover new insights. This is not a course where the instructor "spoonfeeds" you with specific content knowledge, and then you take an exam at the end of the course and try to pass it. What's unique (and useful) about this course is the experiential process of applying conceptual knowledge to solving real-life, contemporary marketing problems, and to become highly conversant with modern-day luxury marketing issues if not become highly skilled at practicing luxury marketing. You need to take responsibility over your own learning and proactively seek avenues (such as reading widely, networking with industry practitioners, and taking part in industry events) to enrich your knowledge. The instructor will help you in your learning journey through and beyond this course, and he will happily meet with you outside class hours to discuss interesting luxury marketing topics as well as your career interests.

Last Updated Date: 29-05-2024 02:27:09

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