

## **COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	MA Luxury Brand Management
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Emerging and Future Industry Trends
<b>Course Code:</b>	LBM 7105
<b>Course Leader:</b>	
<b>Student Engagement Hours:</b>	200 (standard 4 credit MA course)
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
<b>Semester:</b>	Fall
<b>Credits:</b>	20 UK CATS credits 10 ECTS credits 4 US credits

### **Course Description:**

The broad aim of the course is to introduce, examine, and appraise live business issues affecting current and future luxury branding, industry and consumption practices. Course material will draw from a blend of theory, campaigns, reports, trade articles, case studies, and contemporary examples. In addition, students will be encouraged to problem solve creatively - through engaging with industry guest speakers and attending workshop-based seminars. In light of this, the course attempts to offer a simulated experience of working strategically within an organisation, as a researcher, or consultant.

### **Prerequisites:**

N/A

**Aims and Objectives:**

- To evaluate various sources of information as a platform for deriving commercial and intellectual insight.
- To critically understand and apply a selection of conceptual frameworks and toolkits required to deconstruct and analyse market trends.
- To examine contemporary perspectives concerning the current and future viability of luxury brands in a series of markets.

**Programme Outcomes:**

A1, A2, A3, A4

B1, B2, B3, B4, B5

C1, C2, C3

D1, D2, D3, D4, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:  
<http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

**Knowledge and Understanding**

- Critical understanding of the role of acquiring and deriving market intelligence.
- Evaluate differing information sources, market forces, and behavioural trends - from different industry, regional, and cultural perspectives.
- Be able to have an in-depth knowledge of positioning branded luxury offerings
- Acquire an in-depth knowledge of key case examples that define critical success factors luxury brands and markets.
- Examine critically contemporary perspectives concerning emerging markets and future trends.

**Cognitive Skills**

- Develop a critical and practical approach to evaluating current and future trends relevant to a selection of international markets.
- The ability to engage in arguments in order to address stakeholder demands concerning the consumption of branded luxury propositions.
- The application into the international context of key concepts that support the viability and understanding of branded luxury offerings to different audiences.
- To take a critical stance on the promotion of luxury brands to a cross-section of stakeholders throughout the value chain.

#### **Subject specific, practical and professional skill**

- Present analysis and discussions maximizing the use of modern communication methods and resources.
- Become familiar with the writing and creation of whitepaper reports, and the different approaches to presenting market intelligence in international contexts.
- Anticipate the impact of competitive rivalry, resource issues, and socio-economic factors relevant to the organisation and channel partners.
- Advise on the suitability and viability of branded luxury offerings to relevant markets.

#### **General/transferable skills**

- Ability to analyse contemporary market patterns and predict future trends orally and in writing.
- Develop capacity to work in a group either as a leader or as part of the team in a time efficient manner to accomplish the task in hand understanding the role of the different professionals in luxury markets.
- Proficiency in communicating an array of information and concepts to academic and business audiences with a varied expertise on the subject

#### **Indicative Content:**

- Perspectives on Macro and Micro Factors
- Identifying Market forces and Competitive Rivalry
- What constitutes an emerging market?
- Market Innovation and Futurism
- The role of the researcher and the consultant
- Research sources, tools and frameworks
- Research methods
- Analysis and report writing
- Presenting market intelligence and insight

#### **Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board (formerly Learning & Teaching Policy Committee) and located at: <http://www.richmond.ac.uk/admitted-students/>

**Teaching Methodology:**

The course will be taught through lectures, seminars, tutorials, workshops and practical sessions. Guest speakers will complement the course providing a practical approach.

**Bibliography:**

See syllabus for complete reading list

**Indicative Text(s):**

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M. (2013), *Consumer Behaviour – A European Perspective*, 5<sup>th</sup> ed., Harlow, Essex: Pearson Higher Education.

McCracken, G. (1990a), *Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities*, Bloomington and Indianapolis: Indiana University Press.

McCracken, G. (1990b), *Culture and Consumption II: Markets, Meaning and Brand Management*, Bloomington and Indianapolis IN: Indiana University Press.

McCracken, G. (2008), *Transformations: Identity Construction in Contemporary Culture*, Bloomington and Indianapolis: Indiana University Press.

Usunier, J-C. (2000), *Marketing Across Cultures*, (3<sup>rd</sup> Ed.), Harlow, Essex: Prentice Hall Europe.

Hollensen, S. (2010), *Marketing Management: A Relationship Approach*, 2<sup>nd</sup> ed., Harlow: FT Prentice Hall.

Hollensen, S. (2010), *Global Marketing*, 5<sup>th</sup> ed., Harlow: FT Prentice Hall.

Daymon, C. and Holloway, I. (2011), *Qualitative Research Methods in Public Relations and Marketing Communications*, 2<sup>nd</sup> edition, Abingdon, Oxon: Routledge.

Collis, J. and Hussey, R. (2014), *Business Research: A practical guide for undergraduate and postgraduate students*, Palgrave Macmillan Higher Education, Basingstoke.

Cottrell, S. (2014), *Dissertations and Project Reports: A step by step guide*, Palgrave Macmillan, Basingstoke.

Silverman, D. (2011), *Qualitative Research*, 3<sup>rd</sup> edition, London: SAGE Publications Ltd.

Strauss, A. and Corbin, J. (1998), *Basics of Qualitative Research: Techniques and Procedures Grounded Theory Procedures and Techniques*, London: Sage.

Yin, R.K. (1994), *Case Study Research: Designs and Methods*, 2<sup>nd</sup> Ed, Thousand Oaks, Sage.

Saunders, M.N.K., Lewis. P. and Thornhill, A. (2003), *Research Methods for Business Students*, Harlow: Financial Times and Prentice Hall.

Neuman, L.W. (2006), *Social Research Methods: Qualitative and Quantitative approaches*, 6<sup>th</sup> edition, Boston, MA: Pearson.

Kumar, R. (1999), *Research Methodology | : a Step by Step Guide for Beginners*, London: Sage

Kerlinger, F.N. (1973), *Foundations of Behavioural research*, New York: Holt and Rinehart and Winston.

Goulding, C. (2002), *Grounded Theory: A Practical Guide for Management, Business and Market Researchers*, London: Sage.

Glaser B.G. and Strauss A.L. (1967), *The Discovery of Grounded Theory: Strategies for Qualitative Research*, Chicago: Aldine Publishing Company.

Gill, J and Johnson P. (2002), *Research Methods for Managers*, 3rd Edition, London: Sage Publications Ltd.

Creswell, J. (1998), *Qualitative Inquiry and Research Design; Choosing Among Five Traditions*, London, New Delhi, Thousand Oaks: Sage Publications

Flick, U. (2009), *An Introduction to Qualitative Research*, 4<sup>th</sup> edition, London: SAGE Publications Ltd.

### **Journals**

- Journal of Brand Management
- Journal of Product and Brand Management
- Consumption, Markets, and Culture
- Marketing Theory
- Journal of Consumer Research
- Journal of Marketing Management
- Journal of Consumer Marketing
- Journal of Fashion Marketing
- Harvard Business Review
- Admap
- Advertising Age
- European Journal of Marketing
- Journal of Advertising
- Journal of Advertising Research

- International Journal of Advertising
- Marketing Letters
- Journal of Marketing
- Journal of Marketing Research
- Psychology and Marketing
- Journal of the Market Research Society

**Web Sites**

[www.themarketer.co.uk](http://www.themarketer.co.uk)

[www.theidm.com](http://www.theidm.com)

[www.dma.org.uk](http://www.dma.org.uk)

[www.ico.gov.uk](http://www.ico.gov.uk)

<http://www.abc.org.uk>

<http://www.asa.org.uk/asa/>

<http://www.bauermedia.co.uk/>

<http://www.brandingmagazine.com/>

<http://www.brandrepublic.com/Campaign/>

<http://www.brandrepublic.com/mediaweek/>

<http://www.broadcastnow.co.uk/>

<http://www.campaignlive.co.uk/news/wide/886782/>

<http://www.campaignlive.co.uk/news/785296/Top-10-ad-agencies-2008/>

<http://www.campaignlive.co.uk/news/785868/Top-10-Media-Agencies-2008/>

<http://www.centaur.co.uk/>

<http://www.cim.co.uk/home.aspx>

<http://www.davidmeermanscott.com/resources.htm>

<http://www.haymarket.com/home.aspx>

<http://www.ipcmedia.com/>

<http://www.mad.co.uk/Home/Home.aspx>

<http://www.marketingmagazine.co.uk/>

<http://www.marketingweek.co.uk/>

<http://www.mintel.com/>

<http://uk.nielsen.com/site/index.shtml>

<http://www.prweek.com/uk/>

<http://www.uktvadverts.com/Home/>

<http://www.utalkmarketing.com/>

<http://www.visit4info.com/>

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