



RICHMOND
THE AMERICAN INTERNATIONAL
UNIVERSITY
IN LONDON

Richmond Business School

MA Luxury Brand Management

Programme Specification

2018-2019

Introduction

This document describes the Master in Luxury Brand Management (MA Luxury Brand Management), with options in one of several areas, awarded at Richmond, the American International University in London, using the protocols required by *The Framework for Higher Education Qualifications in England, Wales, and Northern Ireland* (QAA, 2014). Also key to the background for this description are the following documents:

QAA (2013). *UK Quality Code for Higher Education. Part A: Setting and maintaining academic standards and B1: Programme Design and Approval*. (www.qaa.ac.uk)

QAA (2008). *Higher Education Credit Framework for England: guidance on academic credit arrangements in Higher Education in England*.

SEEC (2010). *Credit Level Descriptors for Higher Education*. Southern England Consortium for Credit Accumulation and Transfer (www.seec.org.uk).

Middle States Commission on Higher Education. *Standards for Accreditation and Requirements of Affiliation. 2014: Thirteenth Edition; Rev. Ed. 2015*. (<http://www.msche.org/publications/RevisedStandardsFINAL.pdf>)

The programme's mission and goals interface with the curriculum design, content and organisation which in turn engage with the requirements of

- the Middle States Commission for Higher Education;
- *Masters Degree Characteristics* (March 2010) (<http://www.qaa.ac.uk/en/AssuringStandardsAndQuality/Documents/Masters-Degree-Characteristics-2010.pdf>).
- There is no specific benchmark for the MA Luxury Brand Management applicable

The degree is delivered at a US Liberal Arts university with a degree structure in line with comparable MA degrees in the UK. Successful students complete 8 courses amounting to 36 US/180 UK credits, comprised of coursework (24 US/120 UK credits), an optional internship (4 US/20 UK credits) and Market Strategy Report (8 US/ 40 UK or 12 US/60 UK credits) component submitted at the start of the following Fall semester. Normally, each taught course carries 4 US/20 UK credits. On this basis students are required to earn a minimum total of 36 US/180 UK credits in order to complete their degree.

Contents

1. Overview/Factual Information	4
2. Programme aims and objectives.....	6
2.1. Educational aims and mission of the programme	6
2.2. Subject Benchmarks.....	8
2.3. Internal Contexts.....	8
2.4. External Contexts	9
3. Programme Outcomes	10
4. Teaching, learning and assessment strategies.....	13
4.1. Teaching and learning strategy.....	13
4.2. Assessment strategy	13
5. Programme structure	16
5.1. MA Luxury Brand Management structure diagram.....	16
5.2 Postgraduate Certificate (PGC) in Luxury Brand Management	18
Regulatory framework.....	19
5.1 Admissions	19
5.2 Assessment.....	20
5.3 Progression.....	20
5.4 Repeat of a Course	20
5.5 Incomplete Courses and Re-sits.....	20
5.6 Leave of Absence.....	21
5.7 Time for Completion	22
5.8 Placements	22
5.9 Student support and guidance.....	23
Appendix I: Credit Equivalences	24
Appendix II: Curriculum Map.....	25

1. Overview/Factual Information

Programme/award title(s)	MA Luxury Brand Management
Teaching Institution	Richmond, the American International University in London
Awarding Institution	Richmond, the American International University in London
Date of latest OU validation	N/A
Date of next Formal Programme Review	(TBC)
Credit points for the award	36 US Credits 180 UK Credits (<i>FHEQ</i> Level 7)
Programme start date	Fall 2017
Underpinning QAA subject benchmark(s)	There is no specific benchmark for the MA Luxury Brand Management applicable <i>QAA Masters Degree Characteristics</i> (March 2010) (http://www.qaa.ac.uk/en/AssuringStandardsAndQuality/Documents/Masters-Degree-Characteristics-2010.pdf),
Other external and internal reference points used to inform programme outcomes	See sections 2.2 – 2.4 below.
Professional/statutory recognition	None
Language of Study	English
Duration of the programme for each mode of study (P/T, FT)	FT (one year, Fall start), PT (two years, Fall start)
Dual accreditation (if applicable)	Middle States Commission on Higher Education. First accredited 1981; renewed 1996 and 2017.) QAA Higher Education Review (AP) December 2017
Date of production/revision of this specification	October 2016

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each course can be found in course specification documents, and the syllabi.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

Programme Specification Publication Dates

First Edition	October 2016
Revision 1	April 2017
Revision 2	June 2018

2. Programme aims and objectives

2.1. Educational aims and mission of the programme

The programme aims to provide graduates with high quality specialised knowledge in the art and science behind managing branded luxury goods, services, and experiences, from a business perspective. The specific aim is to guide students on the programme towards developing the necessary technical knowledge, critical thinking and problem solving skills geared towards industry - with the added value of a qualification that signals both their expertise and interest in Luxury Brand theory and practice.

Today, luxury involves offering a proliferation of premium mass-market branded offerings globally - to a wider cross section of individuals than ever before. These goods, services, and experiences act as vehicles for consumers looking to raise their status, social currency, and emotional fulfilment.

In response to these trends, the programme takes a holistic approach to this growing field and market interest. Students will be exposed to concepts from business and management theory, alongside behavioural psychology, psychoanalysis, culture theory, anthropology and design.

For this purpose, innovative courses on contemporary issues are taught (Luxury Product and Service Design, Digital and Social Media Management, Management and Negotiation, Entrepreneurship and Project Planning), providing an opportunity for practical application with seminars conducted by invited guest speakers. Students who complete an internship will gain the practical skills to apply their knowledge in the workplace, preparing them for rewarding senior management roles in industry, or as business owners.

The MA in Luxury Brand Management programme offers a comprehensive and critical study of current consumption patterns, branding, and management issues within the global business environment. There is also a strong emphasis on understanding different global and local consumption practices - linked to various cultures, sub-cultures, ethnicities, and nationalities.

As part of the student's personal development, this programme provides the ability to demonstrate effective skills of teamwork and analytical reasoning skills which will be fostered throughout the core courses of this course. The School's student-centred, high-contact teaching approach provides a stimulating, interactive and supportive learning environment where students can develop skills to further their research and enable to apply their own theories within the context of existing recorded material.

Aspiring entrepreneurs will also be encouraged to use their time with us as an incubator for new business ideas and a platform for growing their network

Students' acquired knowledge, through studying luxury and brands from several social sciences perspectives and disciplines, will also provide them with a solid base to apply to new complex and unpredictable situations and communicate them effectively. Furthermore, the MA Luxury Brand Management will equip students with the critical analytical skills and application of academic knowledge for further research within this area and supporting fields. Students will be able to act with initiative within the provided guidelines and accept full accountability of the reached outcomes.

The optional courses in Luxury Product and Service Design, Digital and Social Media Management, Management and Negotiation, Entrepreneurship and Project Planning, echo the most dynamic business segments internationally providing students with the opportunity to gain further expertise in an area of their interest. The Consultancy Project and Dissertation further hone these skills.

Mission

The Luxury Brand Management MA programme is a career development, specialist programme, for UK, European and international students. The main emphasis of this programme is on deepening their knowledge of the relevance of branding a key consideration to inform business or strategic management decisions. While the academic level is that of Masters level, there is a strong practical emphasis to the curriculum. This programme will also provide a high quality educational experience for graduates from any subject discipline, practitioners, entrepreneurs, and business specialists, and thus improve the quality of business professionals by complementing it with their current knowledge.

The MA on Luxury Brand Management will equip students with an understanding of the necessary brand-centric tools to enable businesses to achieve their growth targets and strategic development decisions. These tools need to be understood from a practical viewpoint within a rapidly changing international business environment fostered by changes in global technology, communications, and culture. Students will build on their existing understanding of business and consumerism, and be provided with an international perspective, where culture, luxury consumption, business, and branding are mutually interwoven in an inextricable manner - adding a very practical and current approach to a solid theoretical base. This is achieved through critical thinking, teamwork, creativity, and personal development in a highly interactive and stimulating environment that encourages rigorous, relevant, and innovative learning and research.

Students will have acted with their own initiative to implement agreed solutions within the given guidelines effectively and efficiently. They should therefore have developed strong interpersonal skills to be able to interact with a range of culturally diverse students, lecturers, and business specialists.

Programme Goals

- Develop students' ability to strategically operate in complex and unpredictable international business situation where they require to select and apply specialised branding knowledge from a wide range of information sources.
- Provide students with the resources needed to appreciate critically the branding implications of decisions taken within the international business environment.
- Provide students with the required branding tools for shaping and creating persuasive communications.
- Act with initiative in decision-making when furthering students' research on pertinent branding areas within the international business environment.

2.2. Subject Benchmarks

There is no specific benchmark for the MA Luxury Brand Management applicable.

QAA *Masters Degree Characteristics* (March 2010)

(<http://www.qaa.ac.uk/en/AssuringStandardsAndQuality/Documents/Masters-Degree-Characteristics-2010.pdf>)

2.3. Internal Contexts

MA Luxury Brand Management features:

(a) Detailed published educational objectives that are consistent with the mission of the institution:

All course outlines contain course specific objectives that are regularly monitored by the individual instructors and by members of the teaching team as a group.

(b) Processes based on the needs of the programme's various constituencies in which the objectives are determined and periodically evaluated:

Each degree's Annual Programme Monitoring and Assessment (APMA) is a central element of Richmond's internal quality assurance and enhancement processes. APMAs measure the academic quality and standards of the programme, identify good practice, record any issues to be addressed, and, from year to year, track the ways in which those issues have been addressed. During the APMA process, the academic schools:

- consider student input via course evaluations;
- consider any formalized faculty course evaluations conducted;
- consider all External Examiner reports;
- examine the Programme Specification, and note any changes required;
 - any major changes ("those which change the basic nature of the programme or student experience") to existing programmes are approved by Academic Board.

(c) A curriculum development process that assures the achievement of the programme's objectives.:

Ongoing evaluation is carried out independently by programme members (when updating courses) and by students (during faculty-student meetings). The Academic Board closely analyses the APMAs of all degree programmes, and The University's response to the APMA is considered at the School level and at Academic Board. A comprehensive additional formal and substantive review takes place every three to five years as part of its revalidation process of Richmond's degree programmes.

2.4. External Contexts

The MA Luxury Brand Management is provided through a system of ongoing evaluations that demonstrate achievement of the programme's objectives, and uses the results to improve the effectiveness of the programme. Ongoing evaluation is carried out for both US (the Middle States Commission on Higher Education) and UK (QAA) reviews. Richmond is a voluntary subscriber member of the QAA, and underwent its first full Institutional Review in May 2013 and also a Higher Education Review (AP) in 2017 (<http://www.richmond.ac.uk/about-richmond/american-british-accreditation/>).

In addition the university provides a budget that enables schools, discipline-specific student societies and individual lecturers to invite a wide range of external guest lecturers to address students.

3. Programme Outcomes

The programme has been designed to prepare candidates for specialist branding and senior management positions. For this purpose, innovative courses on contemporary issues are taught, opportunity for practical application is fostered, and seminars are conducted by leading guest speakers. These complementing and supporting elements combine to create a learning opportunity that is profoundly challenging and awakening. Our faculty benefits from international branding and business experience and will provide candidates with a solid theoretical foundation to take or support business decisions within the context of branding constraints in both a rigorous and creative manner. Students' own initiative is fostered so that full responsibility for the outcome of their research and work is taken always within the guidelines provided and objectives set from the outset. Students who complete an internship will gain the practical skills to apply their knowledge in the workplace, preparing them for rewarding management or specialist branding roles.

The programme creates an opportunity for students to develop their skills within the space of international business branding subjects. The courses taken to assist in this process include: Global History of Luxury, Strategic Luxury Brand Management, Consumer Culture Theory and Insight, Advertising Public Relations and Sponsorship, and Emerging and Future Industry Trends. Choices of four optional courses are offered: Luxury Product and Service Design, Digital and Social Media Management, Management and Negotiation, Entrepreneurship and Project Planning. In addition, this programme offers a choice of an Internship with a Consultancy Project or a Dissertation instead.

MA Luxury Brand Management graduates will be able to demonstrate a wide range of abilities and skills. These may be divided into the following categories: Subject Specific Knowledge and Understanding; Critical Thinking and Cognitive Skills; Subject Specific Skills and Attributes, to include practical and professional skills; and Transferable and Key Skills and Attributes.

Furthermore, MA Luxury Brand Management students will also acquire transferable skills essential to understanding and succeeding in the world of international business.

Learning outcomes should be categorised as:

Subject Specific Knowledge and Understanding (A)

Upon successful completion of the MA Luxury Brand Management students will be able to demonstrate a systematic in-depth understanding of the the branding issues arising in the international business environment and demonstrate a high level of theoretical and applied knowledge of the branding constraints and solutions related to business and management issues.

Critical Thinking and Cognitive Abilities (B)

Students will develop critical and where appropriate innovative responses to the branding issues arising within the context of business and management within the international arena. Equally, they will be able to anticipate branding responses to complex or unfamiliar situations in the international contexts where it might be relevant to interpret and extend

existing knowledge. Additionally, this programme recognises and argues alternative approaches when faced with new developments in the business reality where the existing branding applicable background might not be adequate or obsolete.

Subject Specific Skills and Attributes (C)

The MA Luxury Brand Management identifies modifications to existing knowledge structures to the relevant context of circumstances by means of autonomous evaluations in accordance with the best branding practice within the international business environment. In doing so, students will be able to work effectively within a group dynamic anticipating and resolving any challenges that might arise. In the same way, students will be able to propose new areas for investigation, new problems, new or alternative applications or methodological approaches;

Successful candidates will be able to conduct research and produce a high quality Market Strategy Report: this includes the ability to select, define and focus upon an issue at an appropriate level; to develop and apply relevant and sound methodologies; to analyse the issue; to develop recommendations and logical conclusions; to be aware of the limitations of the research work.

Transferable Skills and Attributes (D)

Demonstrate a range of skills which are relevant to the needs of existing and future managers, in-house branding experts and other branding or business executives and professionals irrespective of their sector of operation. These are particularly relevant in the areas of analysis and synthesis, communication and presentation skills, computing skills, critical reasoning, data analysis, organisation and planning, report and essay writing skills, interactive and group skills and research skills. Evaluate the ethical dilemmas likely to arise in research and professional practice and formulate solutions in dialogue with peers, clients, mentors and others.

Programme Learning Outcomes.

A. Subject Knowledge and Understanding	B. Cognitive skills	C. Subject specific, practical and professional skill	D. General\transferable skills
<ol style="list-style-type: none"> 1. Develop students' ability to identify and deal with international business and management branding issues. 2. To provide students with the required branding tools for business decision-taking, understanding the implications of such with reference to current branding issues arising within the international business context. 3. Develop the ability to apply branding in-depth knowledge in the areas of marketing and consumer behaviour. 4. To develop and enhance students' strategic vision on the development of international businesses within the constraints that different branding systems might impose 5. Develop the branding skills needed to foster a robust business proposition, with accruing brand equity 	<ol style="list-style-type: none"> 1. The ability to master a complex and specialised area of knowledge and skills. 2. The ability to critically use theories and concepts to address branding issues within the current international business environment. 3. The ability to reflect on practical branding problems arising in the context of international business and offer innovative solutions to those specific problems. 4. The ability to engage in arguments over what constitutes 'best practice' in solving branding issues businesses acting across several sectors. 5. The ability to develop critical reasoning, and creative thinking in a multicultural context. 	<ol style="list-style-type: none"> 1. The ability to suggest variations in the applicable branding tools as response to changes to the business environment. 2. Be able to analyse and present information and opinion using modern communication methods. 3. Have a systematic understanding of the practical branding problems faced by managers within the context of international business environment 4. Be familiar with the branding documentation and procedures required to conduct businesses and carry out corporate development in the international arena. 5. Be able to resolve branding related conflicts in the least disruptive way to business. 	<ol style="list-style-type: none"> 1. The ability to analyse, present and communicate information effectively. 2. The ability to manage time effectively. 3. Develop the capacity to work effectively and efficiently as a group member or leader towards the achievement of SMART objectives. 4. Develop a reflexive approach to learning including self-evaluation of personal strengths and weaknesses. 5. Personal and social skills gained from studying in a multicultural environment.

4. Teaching, learning and assessment strategies

4.1. Teaching and learning strategy

The teaching and learning strategy aims in the most effective and efficient way to provide a framework of knowledge within which students can take responsibility for their own learning, to introduce students to the latest thinking and research, to give opportunities for students to consider and evaluate the issues and to explore them further with their peers and lecturers. To achieve these aims the teaching and learning will include:

- Group sessions that are designed to provide an overall framework of the existing knowledge and which will give sufficient information for students to follow up details independently
- Large group sessions that will introduce students to new branding issues, controversial topics, recent case decisions that might alter practices in the future, etc., that are not dealt with in the existing literature
- Small group sessions that will give opportunities for students to discuss and demonstrate their learning with their peers and lecturers
- Individual supervision in which students will be able to explain, discuss and refine their ideas

The strategy for each individual course is designed to contain a mix of teaching and learning methods to provide a rich and varied learning environment. Sessions may take the form of traditional lectures, seminars, tutorials, workshops or they may be delivered through paper or electronic media. The combination of teaching and learning approaches, detailed above, develops students' knowledge, critical and analytical skills and practical skills. These include presenting an overview of a topic, encouraging concentration, note taking and sifting of information. The use of case studies within seminars encourages the application of knowledge to real life situations, independent learning, group cooperation, imagination and original thinking.

4.2. Assessment strategy

Courses on the MA Luxury Brand Management conform to existing university assessment norms (<https://www.richmond.ac.uk/wp-content/uploads/2015/04/ALL-ASSESSMENT-NORMS-CATEGORIES-with-descriptions.pdf>)

The MA Luxury Brand Management assessment strategy aims to provide an opportunity for students to demonstrate the extent to which they have acquired or strengthened their understanding, their theoretical and applied knowledge, their abilities of application and critical evaluation and their powers of synthesis and creativity. The assessment strategy is designed to include a range of different types of assessment instruments that are both

formative and summative. These will include unseen, time-constrained written examinations as well as individual and group work. The assessment strategy for each course is designed to allow students to demonstrate the extent to which they have met the intended learning outcomes of the course. Data pertaining to re-sits and course retakes is contained in section 6 of this report. The Assessment norms are as follows:

Standard Assessment Norms			
FHEQ level	Richmond/UK Level	Normal number of items (including final exam)*	Total assessment
Level 7	R7000/UK MA	2-3	5000-7000 words

*** Reasonable adjustments should be made for assessment activities such as midterm exams, in- class presentations, group assignments, tests etc. Any summative assessment activities must be reflected in the final overall assessment count.**

Excluding all atypical courses the following should apply to all courses:

- Final exams should normally be no less than 25% and no more than 50% of the overall final grade.
- Instructors may not fail a student solely for failing the final exam if all graded activities result in a passing grade for the course.
- Midterm and final exams are not obligatory.
- At Level 7, word count will need to take into account the inclusion of a final exam.
- Attendance and participation cannot be assessment activities.
- Formative assessments are at the discretion of the instructor and do not count toward the number of items or toward the total word count.

For courses that have atypical assessment norms and do not follow one of the above tables, assessment will first be approved by the Academic Board.

Academic Standing

A graduate student is in good academic standing if maintaining a cumulative Grade Point Average (GPA) of 3.0 (B).

Graduate students with a cumulative (GPA) of less than 3.0 (B) risk dismissal from the university (see below under “Grade Point Average” and “Academic Probation”).

Grades

A	4.0	Excellent
A-	3.7	Very good
B+	3.3	Above Satisfactory
B	3.0	Satisfactory (also the cumulative GPA required for the award of the degree)
B-	2.7	Redeemable Fail
C+	2.3	Fail – Poor (may be awarded at graded activity level, but not at course level)
C	2.0	Fail – Deficient (may be awarded at graded activity level, but not at course level)
C-	1.7	Fail- Seriously Deficient (may be awarded at graded activity level, but not at course level)
F	0.0	Fail (may be awarded at graded activity level, and is awarded at course level for any course grade calculated to be lower than B-)

Grading criteria are disseminated to faculty and students to ensure parity of marking and transparency of criteria. Criteria (where relevant): Note that while all five criteria are required for an A grade, these criteria are listed in order of importance:

1. Quality of research: creativity (independent thinking), strength of topic, appropriate use of primary (where relevant) and secondary sources, depth and breadth of reading, extent of thorough analysis
2. Critical engagement: with and understanding of material; selection and application of relevant theory and method.
3. Research analysis
4. Coherency of argument
5. Presentation and Scholarly apparatus: clarity of expression, language use, structure (e.g. introduction, conclusion), referencing, bibliography.

The University places considerable emphasis on developing its students’ learning and skills. Creating independent thinkers is a part of the university’s mission statement and the Richmond Business School delivers on this promise in a number of different ways at the postgraduate level. A key aspect of their work involves devising methodologies, consistent with best-practice approaches within the field, with which to adequately assess students’ performance. These approaches include the setting of learning outcomes

encompassing each course as well as regular discussion and interaction amongst faculty to set common goals for the entire degree and each of its courses.

Grade Point Average

A grade point average (GPA) is calculated each semester and summer session and is recorded on the student's transcript. A cumulative GPA, including all graduate courses taken at Richmond, is also calculated. The numerical equivalent for the grade (see above) of each course is multiplied by the number of credits for that course to give the number of quality points for the course.

The GPA is then the sum of quality points for all courses divided by the total number of credits of all courses attempted.

- Students achieving a minimum cumulative GPA of 3.7 and above will be awarded the degree with Distinction.
- Students achieving a minimum cumulative GPA of 3.30 to 3.699 will be awarded the degree with Merit.
- Students achieving a minimum cumulative GPA of 3.0 to 3.299 will be awarded a Pass.
- Students achieving a cumulative GPA of less than 3.0 will fail the degree.

Students who choose not to submit the Market Strategy Report, or who do not obtain a minimum grade of B (3.0) on the Market Strategy Report, may transfer programs and apply to receive a (US) Postgraduate Certificate. A minimum cumulative GPA of 3.0 on all coursework is required for the award of the Postgraduate Certificate. Students must successfully submit and have approved a research proposal before progressing to the Market Strategy Report.

5. Programme structure

5.1. MA Luxury Brand Management structure diagram

The programme is a discrete and self-contained programme of 36 US / 180 UK credits. As such, the structure does not follow the progressive PGC structure of some other programmes, although a Postgraduate Certificate is awarded as an exit award in recognition of students who complete the required 24 US / 120 UK credits of fall and spring course work (see Appendix II). It is not possible for students to register for the PGC.

The programme is expected to be completed over twelve months full-time (for a Fall start); or two-years part-time from the start of September to the end of August. Full-time students take six courses of 4 US/20 CATS credits, of which five are core, spread over the fall and spring semesters. In the summer semester, students take the internship course of 4 US/20 UK CATS credits if they so wish, and write the research project which is submitted at the end of the summer and is weighted at 8 US/40 UK CATS credits. Students not taking the internship complete an extended Market Strategy Report of 15,000-20,000 words for 12 US/60 UK CATS credits instead of the normal project of 10-12,000 words.

Part-time students take one or two courses in the fall and spring semesters, completing the required course work over two years, and complete the internship in the summer of year one and the Market Strategy Report in the summer of year two, and like September start full-time students not taking the internship, part-time students not taking the internships complete an extended Market Strategy Report of 15,000-20,000 words for 12 US/60 UK CATS credits instead of the normal project of 10-12,000 words.

US credit is equivalent to one contact teaching hour per week and each course typically involves three to four contact hours per week over a 15 week semester, except the Consultancy Project and Dissertation, which require self-directed learning with academic supervision; and the internship, which requires a part-time work placement for 180 hours (minimum). There is a ratio of 1 US to 5 UK credits at *FHEQ* Level 7 (see under US and UK credits in the *University Catalogue* at: <http://www.richmond.ac.uk/admitted-students/catalogues/>, and Appendix I below).

DEGREE REQUIREMENTS

			US Credits	UK Credits
FHEQ Level 7 (Total)			36	180
FALL SEMESTER		Course Title		
LBM 701		Global History of Luxury	4	20
LBM 702		Strategic Brand Management	4	20
LBM 703		Consumer Culture Theory and Insight	4	20
SPRING SEMESTER				
LBM 704		Advertising, Public Relations, and Sponsorship	4	20
LBM 705		Emerging and Future Industry Trends	4	20
plus one of the following:			4	20
Option in	LBM 706	Luxury Product and Service Design		
Option in	LBM707	Entrepreneurship and Project Planning		
Option in	LBM 708	Digital and Social Media Management		
Option in	LBM 709	Management and Negotiation		
Option in	APR 7120	Celebrities, Marketing and the Media		
Option in	APR 7125	Fashion and Luxury Brands and the Media		

SUMMER SEMESTER				
plus either both of the following:			12	60
LBM 710		Internship (4cr)		
LBM 711		Consultancy Project (8cr)		
OR:				
LBM 712		Dissertation (12cr)		

5.2 Postgraduate Certificate (PGC) in Luxury Brand Management

The Middle States Postgraduate Certificate (PGC) in Business Administration is awarded to students registered on the MA Luxury Brand Management who have successfully completed in good academic standing (with a 3.0 GPA/B average) for all courses but: 1) fail to submit the final Market Strategy Report (without extenuating circumstances eligible for resubmission), or 2) fail to pass the Market Strategy Report. The PGC is therefore conferrable as an exit award in recognition of successful completion of postgraduate coursework, but it is not possible for students to register on the PGC.

POSTGRADUATE CERTIFICATE REQUIREMENTS

			US Credits	UK Credits
FHEQ Level 7 (Total)			24	120
FALL SEMESTER		Course Title		
LBM 701		Global History of Luxury	4	20
LBM 702		Strategic Brand Management	4	20
LBM 703		Consumer Culture Theory and Insight	4	20
SPRING SEMESTER				
LBM 704		Advertising, Public Relations, and Sponsorship	4	20
LBM 705		Emerging and Future Industry Trends	4	20
plus one of the following:			4	20
Option in	LBM 706	Luxury Product and Service Design		
Option in	LBM707	Entrepreneurship and Project Planning		
Option in	LBM 708	Digital and Social Media Management		
Option in	LBM 709	Management and Negotiation		
Option in	APR 7125	Celebrities, Marketing and the Media		
Option in	APR 7125	Fashion and Luxury Brands and the Media		

Successful students complete 24 US/120 UK credits at FHEQ level 7

Successful students awarded the PGC are able to demonstrate all learning outcomes for the MA Luxury Brand Management except those relating to the Consultancy Project or Dissertation – see ‘C’ in Section 3 “Programme Outcomes” above, and in the Curriculum Map (Appendix II below).

Regulatory framework

The MA Luxury Brand Management is operated under the policy and regulatory frameworks of Richmond, the American International University in London, and the Middle States Commission on Higher Education. The following sub-sections include the relevant university or institutional policy documents, where applicable.

5.1 Admissions

To be considered for admission, prospective students should:

- By the start of the programme, be at least 17 years of age and have been awarded a first degree in a discipline recognised by the University as being relevant to the programme and which is either:
 - i) from an accredited US institution with a minimum GPA of 2.5; or
 - ii) from a UK HEI with first or second class honours;
 - iii) from an institution which is recognised by the University as awarding qualification of equivalent to such US or UK degrees;
- Have completed a timely direct application to the University, including a Curriculum Vitae, personal/professional statement and academic reference, supplying verification of existing academic and English language attainments as required by the University.

Exceptionally, the University may consider substantial professional experience, of direct relevance to the programme, in lieu of a first degree. In such cases the prospective student may be required to submit a satisfactory extended essay and /or complete certain University undergraduate courses before being admitted to the programme. Whilst not routinely required, prospective students may be invited to interview where this is considered necessary in order to fully consider their application.

Students who are neither nationals of a majority English speaking country, nor have completed a full programme equivalent to a UK first degree taught within such a country, should normally have achieved at least CEFR level B2 in a secure English Language test ("SELT") acceptable to the University prior to entry to the programme. At the University's discretion, students in this category who are EEA nationals may be excused this requirement where they have recently undertaken a full time programme of study of at least 2 years duration with English as the medium of instruction.

Further details of all of the above, including the specific minimum SELT grades currently required within level B2, may be found at the appropriate page of the University website, where a comprehensive Admissions Policy and Summary of Practice document is also published. <http://www.richmond.ac.uk/admissions/postgraduate-admissions/>

5.2 Assessment

A proper assessment of student learning and progression of skills gained is fundamental to the work of the university. Much of what shapes the university's perspective on this has been mentioned within section 4.2, above, under Assessment Strategy, which has been shaped in accordance with the expectations outlined in Section B6 of the *UK Quality Code for Higher Education*. The University is also in compliance with Standard 14 on 'Assessment of Student Learning', as laid out by the Middle States Commission on Higher Education. Standard 14 includes the following passages:

"The systematic assessment of student learning is essential to monitoring quality and providing the information that leads to improvement. Implemented effectively, the assessment of student learning will involve the shared commitments of students, administrators and academic professionals. Assessment is not an event but a process and should be an integral part of the life of the institution."
(<http://www.msche.org/publications.asp>).

5.3 Progression

The **MA Luxury Brand Management** is designed to prepare students for a range of careers in a variety of fields, as well as for doctoral level graduate work. It is expected that graduating students will work within a variety of industry sectors including: in-house branding within private organisations, branding advertising PR and marketing agencies, consultancy firms, as business owners, or progress to further studies.

5.4 Repeat of a Course

Any repeats of courses in the taught elements of Masters programs are subject to availability (course scheduling and course cycling).

Any graduate student who receives a grade of F (0.0) on a course may repeat it in any subsequent semester (subject to availability and within the "time for completion" restrictions outlined below).

Any graduate student who receives a grade lower than B (3.0) on a course may petition the Postgraduate Associate Dean of the relevant School for permission to retake the course. The Associate Dean may consult with the Academic Progress Committee in coming to a decision. All petitions are considered on a case-by-case basis, and in the larger context of the student's overall academic record.

5.5 Incomplete Courses and Re-sits

Where graduate students believe that they have a legitimate reason for missing a final examination or failing to complete coursework, they may appeal to the relevant School's Postgraduate Associate Dean for a re-sit examination or an extension to coursework deadlines.

The Associate Dean may consult with the Academic Progress Committee in coming to a decision. If the appeal is approved an interim grade of I (incomplete) is assigned. Incomplete grades have no quality points and are not factored into a graduate student's semester or overall GPA.

Re-sit examinations are completed in the official re-sit period, which is the fourth weekend of the semester following the original exam date. Re-sits are not normally permitted at any other time.

Graduate students given an extension to their coursework submission deadlines are normally required to submit the coursework in the same timeframes as students permitted a resit opportunity (i.e. week 4 of the following Fall or Spring semester).

The final grade for the course is revised by the instructor on completion of the course requirements. Failure to meet the deadlines will result in the 'I' grade reverting to the original grade submitted by the instructor, or to an F grade if no work was submitted.

5.6 Leave of Absence

Graduate students wishing to withdraw from the University may apply to the Postgraduate Associate Dean of the School for a leave of absence for one semester (which may be extended up to a maximum of two semesters). The Associate Dean will consult with the Academic Registrar in all leave of absence requests. Normally, students applying for a leave of absence must be in good academic, social, and financial standing. Approved leaves of absence provide students with the right to return to the University under the same graduation requirements that were in place when they began their leave, and to register for a future semester or summer session without applying for readmission. Graduate students must be particularly aware of the practical restrictions placed upon their return to studies posed by cycling and scheduling of courses in a Masters program.

Leave of absence must be applied for and approved in advance of the semester in which it is to be taken. Students registered for and attending classes will not be permitted to apply for a leave of absence retrospectively. They must withdraw from any courses in which they are enrolled in the usual manner.

Any graduate student granted a leave of absence for medical reasons may be required to provide confirmation from their health-care provider that they are medically fit to resume their studies. Students failing to return from a leave of absence within one calendar year must apply for readmission. If readmitted, they will be governed by the graduation requirements in effect at the time of their readmission.

Note: *The University is obliged to report to the UK Border Agency any student who is in the UK on a Tier 4 visa but who is not attending classes. This also applies to students who are taking a Leave of Absence. The University's granting of a LoA should not be interpreted as granting permission for a student on a Tier 4 visa to remain in the country.*

5.7 Time for Completion

September start, full-time, graduate students are normally expected to complete all requirements in one academic year (Fall, Spring and Summer semesters). Students must complete all requirements for the award of the degree within three years of the date of their first registration.

5.8 Placements

The Internship Office of the University offers a formal mechanism through which students may receive work-placement opportunities. These placements are supervised, career-related work experiences combined with reflective, academic study that help students apply theoretical knowledge in the workplace. Participation in the internship programme is optional but highly encouraged because the MA Luxury Brand Management programme has been designed to ensure that students graduate with both a qualification as well as experience of the workplace. The internship has been established to act as a conduit between the classroom and a career, enabling students to meet and work with potential future employers. The internship programme demands that students interact with professionals in their field, allowing them to learn by seeing as well as by doing.

The internship is normally conducted in the summer months. Candidates who wish to opt out of the internship choose a more extensive Market Strategy Report in the summer semester.

Expectations with regard to careers education, information, advice and guidance (as outlined in Section B4 of *The UK Quality Code for Higher Education*) are handled by the university's Student Affairs department. This department conducts a variety of career services for students, ranging from resource provision to a CV service, and in particular through the LEAD (Leadership, Education and Development) seminar series. For full details of career services offered to students at Richmond, please see: <http://www.richmond.ac.uk/internships/graduate-internships/>.

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In addition to these services, the alumni office offers networking opportunities where students may contact alumni working in a variety of fields. The alumni office also offers these services via social media such as LinkedIn and Facebook. Please see: <http://alumni.richmond.ac.uk/>

5.9 Student support and guidance

There is a range of student support and guidance, for both academic and general wellbeing, available to students at Richmond. This is accomplished through a range of programmes and services which positively impact learning as well as the total student life experience.

Every student is advised academically by the Associate Dean for Graduate Programmes who takes a close interest in the students' academic progress. Students who need a particular form of academic help can approach the convenor who can then provide the necessary liaison with the Registrar, Student Affairs and other offices forming the key parts of the academic and pastoral support infrastructure.

Richmond endeavours to make all practical and reasonable adjustments to ensure students are able to fully participate in the University community. Students who declare a physical disability or a special educational need are supported to ensure the quality of their educational experience meets their individual requirements. SEN students, for instance, receive extra time in examinations, and have the option of writing exams on university-provided computers, and/or of taking exams in a separate room. Please see: <https://www.richmond.ac.uk/study-abroad-at-richmond/students-with-additional-needs/>

The university operates a well-staffed Student Affairs department that provides services intended to support and encourage student welfare, safety and development. This department oversees medical registration of students and provides counseling services. It also organizes a range of extracurricular activities and travel designed to further enhance students' educational experiences. Disciplinary and social grievance procedures are also overseen by this department. For a full description of Student Affairs' activities, please see: <http://www.richmond.ac.uk/content/student-affairs.aspx>

The University recognises that different demands are placed on full-time and part-time students and its guidance, support and advice systems are in place for all students.

Appendix I: Credit Equivalences

In this document and other University literature, US credit is articulated in terms of US and UK credit frameworks.

At the Masters degree level (see below for discussion of Levels on the *FHEQ*), UK MA students obtain a minimum total of 180 UK credits, which equates to 90 ECTS credits or 36 US credits.

American Masters degrees typically award 30-36 credits. Richmond's degree awards 36. The ratio for credit translation at the Masters level (Level 7) is therefore as follows:

	US credit	ECTS credit	UK credit
UK Level 7	1	2.5	5
Required minimum number of credits for MA	36	90	180 (120 of which must be at Level 7)
Richmond MA Luxury Brand Management	36	90	180 (at Level 7)

Levels

The *FHEQ* (Framework for Higher Education Qualifications) in the UK defines Higher Education levels in the following way:

- Levels 4-6** (previously HE1-3) – years 1 to 3 of a UK undergraduate degree
- Level 7** (previously M) – UK Masters degrees and postgraduate diplomas and certificates
- Level 8** (previously D) – UK Doctoral degrees

Each level is illustrated by, and each award determined by, reference to a qualification descriptor. The level 7 descriptors can be found in the *FHEQ* (QAA, November 2014).

References

QAA. *The Framework for Higher Education Qualifications in England, Wales, and Northern Ireland*. November 2014.

QAA. *The Higher Education Credit Framework for England: guidance on academic credit arrangements in higher education*. August 2008.

QAA. *Academic Credit in Higher Education in England – an introduction*. 2009

European Communities. *ECTS Users' Guide*. February 2009; *ECTS Users' Guide—Draft Revision* January 2015.

Appendix II: Curriculum Map

MA Luxury Brand Management : Curriculum Map

Course	Title	Knowledge & Understanding					Cognitive Skills					Professional Skills					Key Skills				
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
LBM 701	Global History of Luxury	X		X	X		X	X			X		X	X	X	X	X	X	X	X	X
LBM 702	Strategic Brand Management	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
LBM 703	Consumer Culture Theory and Insight	X		X	X	X	X	X		X	X		X	X	X	X	X	X	X	X	X
LBM 704	Advertising, Public Relations, and Sponsorship	X	X	X		X	X	X		X	X		X	X		X	X	X	X	X	X
LBM 705	Emerging and Future Industry Trends	X	X	X	X		X	X	X	X	X	X	X	X			X	X	X	X	X
Plus one of the following electives																					
LBM 706	Luxury Product and Service Design	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
LBM 707	Entrepreneurship and Project Planning	X	X	X	X	X	X		X	X	X		X		X	X	X	X	X	X	X
LBM 708	Digital and Social Media Management	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
LBM 709	Management and Negotiation	X			X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X
APR 7120	Celebrities, Marketing and the Media	X		X		X	X	X		X	X		X	X	X	X	X	X	X	X	X
APR 7125	Fashion and Luxury Brands and the Media	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Plus																					
LBM 710	Internship	X		X	X	X	X	X		X		X	X			X	X	X	X	X	X
LBM 711	Consultancy Project	X		X	X	X	X	X	X	X	X	X				X	X		X		
OR																					
LBM 712	Dissertation	X		X	X	X	X	X	X	X	X	X	X			X	X		X		

Appendix III: Assessment Map

MA Luxury Brand Management : Assessment Map

Course	Title	Individual Assignment		Group Project		Group Presentation		Exam	
		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
LBM 701	Global History of Luxury	wk12				wk8			
LBM 702	Strategic Brand Management	wk10				wk10			
LBM 703	Consumer Culture Theory and Insight	wk13				wk11		wk14	
LBM 704	Advertising, Public Relations, and Sponsorship		wk13		wk10				
LBM 705	Emerging and Future Industry Trends		wk12				wk8		
Plus one of the following electives									
LBM 706	Luxury Product and Service Design		wk9		wk11				wk14
LBM 707	Entrepreneurship and Project Planning		wk9		wk11				wk14
LBM 708	Digital and Social Media Management		wk9		wk11				wk14
LBM 709	Management and Negotiation		wk9				wk11		wk14
APR 7120	Celebrities, Marketing and the Media		wk9				wk11		wk14
APR 7125	Fashion and Luxury Brands and the Media		wk9				wk11		wk14
Plus									
LBM 710	Internship		Summer						
LBM 711	Consultancy Project		Summer						
OR									
LBM 712	Dissertation		Summer						