

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MA Luxury Brand Management
FHEQ Level:	7
Course Title:	Graduate Internship in MA Luxury Brand Management
Course Code:	LBM 7902
Course Leader:	
Student Engagement Hours:	180
Lectures:	
Seminar / Tutorials:	
Independent / Guided Learning:	250
Semester:	Summer
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

The MA Luxury Brand Management internship is a full-time work placement within an organization, which operates in an international business environment. The placement opportunity will enable students to appreciate from a practical experience a number of luxury product and services, branding, and management issues. The internship aims to provide students with a graduate level experiential learning opportunity in which they can develop intellectual, professional and personal skills that will enable them to function well in a culturally diverse working environment. All internships are supervised by faculty. Each student will also complete a series of assessments throughout the internship. These assessments have been designed to help the student reflect on the skills they learn and the benefits gained from the internship experience, and also to help them determine if their current career goals are the correct fit for them.

Prerequisites:

MA Luxury Brand Management students only

Aims and Objectives:

- To provide students with an opportunity to participate in graduate-level experiential learning
- To develop the hands-on skills needed for a particular professional environment
- To prepare students for work in the fields of branded luxury products and/or services within the world of international business, or for management and business positions where branding knowledge might complement and upgrade their existing business background.
- To reflect upon work experience and possible future career paths
- To consider the application of learned academic and practical knowledge within a professional context
- To develop students' professional communication skills, including written and oral communication.

Programme Outcomes:

A1, A3, A4, A5

B1, B2, B3, B5

C2, C3

D1, D2, D3, D4, D5

A detailed list of the programme outcomes can be 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 internship, successful students should be able to:

Subject Knowledge and Understanding (A)

- Apply, in a practical manner to the international business environment their branding knowledge and understanding gained through formal study.
- Use tools and techniques in practical business situations and critically evaluate their appropriateness and effectiveness.
- Test strategic concepts and theories and reflect on how successfully they can be applied in practice, in complex and familiar and unfamiliar real-life situations
- Discuss current luxury and branding issues affecting business and key topics of academic debate and research.

Cognitive skills (B)

- Examine and comment upon the key aspects of brand strategy, with particular emphasis on its influences and drivers and how options are evaluated and implemented in the organisation.
- Understand and reflect upon a firm's branding and promotional strategies in dealing with international business aspects and how effective in balancing out the different marketing alternatives and business strategies that managers might pursue.
- Explain how their studies and research relate to the branding aspects of international business.

Subject specific, practical and professional skill (C)

- Apply knowledge that will help them plan and evaluate future study and career development

General/transferable skills (D)

- Develop the interpersonal skills required to enable them to work efficiently as a member of a team trying to achieve organisational goals.
- Developed a range of skills and attributes which will contribute to employment opportunities.

Indicative Content:

- Critical reflection on the internship experience
- The range of career pathways possible within the field of business and management.
- Hands-on skills within a specific sector of the field of business and management
- Writing within a professional context
- Verbal communication and presentation skills within a professional context
- How to approach the search of an internship

Assessment:

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

Teaching Methodology:

‘Experimental Learning involves direct encounter with the phenomena or discipline being studied and the learning is achieved through reflection upon the everyday experiences’ (Houle 1980). The internship program utilizes these ideas and assists student with the process of self-learning support by a faculty supervisor. Faculty supervision will be a combination of meetings, correspondence through email, and assessment of written work.

Bibliography:

There is no set text for this programme as students will research and read material relevant to their topic

Cottrell, S. (2015), *Skills for Success: Personal Development and Employability*. Palgrave Macmillan.

Garnett J, Costley C, Workman B (2009), *Work Based Learning: Journeys to the Core of Higher Education*. Middlesex University Press

Brennan, J. & Little B. (2002), *A Review of Work Based Learning in Higher Education*, Prentice Hall

Fanthome, C. (2004) *Work Placements: A Survival Guide for Students*. Palgrave Macmillan

Moon, J. (2006) *Learning Journals: A Handbook for Reflective Practice and Professional development*. Routledge

See syllabus for complete reading list

Indicative Text(s):

Heding, T., Knudtzen, C. F. and Bjerre, M. (2009), *Brand Management – Research, Theory and Practice*, New York: Routledge.

Holt, D.B. and Cameron, D. (2010), *Cultural Strategy: using innovative ideologies to build breakthrough brands*, New York: Oxford University Press, Inc.

Olins, W. (2007), *Wally Olins on BR@ND.*, London: Thames and Hudson Ltd

Schroeder, J.E. and Salzer-Mörling, M. (2006), [Eds.] *Brand Culture*, (Eds.), New York: Routledge.

Journals

Web Sites

www.cipid.co.uk

