



THE UNIVERSITY OF WINNIPEG

Luxury and Fashion Marketing (Spring 2018)

Instructor: Dr. Satyendra Singh

E-mail: s.singh@uwinnipeg.ca

Class Meeting Time & Day: April 23-April 27 (9:00 AM-3:00 PM)

Office: 3BC06 Tel: 204.786.9424

Office Hours: Afternoon

Room: 1C16B

Teaching Assistant: Miss Carly Lomonaco

Carly will assist you with your research, report and presentation on

April 23, 11:00-3:00; April 24-26, 9:00-12:00; and, April 27, 9:00-3:00

Carly's cell: 204.290.4794

Course Objectives/Learning Outcomes

Luxury is everywhere—in fashion, food, perfume, etc. International marketing managers regularly invent new terms to qualify their brands as luxury by advertising them as *true luxury*, *ultra-premium*, and *premium*, among others. It creates confusion because if everything is luxury, then the term *luxury* no longer has any meaning. This course is designed to clear this confusion. The purpose of the course is to introduce you to the concept of true luxury marketing and its remarkable relationship with the customers who adore luxury brands. We will examine such brands using theories and advertisements. Finally, we will also learn about fashion marketing in the context of luxury. Specifically, this course is designed to understand the following:

- ✓ Luxury Culture: History, Industry and Products (April 23)
- ✓ Fashion, Fad and Culture (April 24)
- ✓ Luxury Consumer Behaviour (April 25)
- ✓ Luxury Pricing, Promotion and Distribution (April 26)
- ✓ Luxury Brand Development, Management and Internationalization (April 27)

Teaching Method

Lecture, visuals, class participation, case studies and presentations.

Class notes and resources are posted on <http://abem.uwinnipeg.ca>

Evaluation Criteria

→ Individual assignment: Each student will choose a luxury brand of his/her choice from any of the luxury categories: Apparel, Car, Jewelry, Perfume, Watches... However, your brand must have at least 2 issues (for example, low sales, advertising problem, government laws, culture,... So, spend some time to find a suitable researchable well recognized luxury brand on the Internet. Then, you need to write a 4000-word assignment using the following headings. Your assignment should have about 10-20 images to backup what your points visually. You should also have about 15-20 references including references for the images.

1. Name of the brand (250 words)
 - a. Write mission statement
 - b. Why it is unique
 - c. Slogan/story for the brand
2. Logo of the brand (500 words)

- a. Cut and paste logo of the brand
 - b. Comment on logo: symbol, icon, index, size, symmetrical, color...
See logo guideline at <http://abem.uwinnipeg.ca> → Luxury course
 - c. Write the message attached to the logo
3. Justification for choosing the brand (250 words)
 4. Justification for choosing your luxury category (250 words)
 5. Write 2 issues associated with the brand (250 words)
 6. Reasons for the issues (500 words)
 7. What the firm is doing to resolve the issue (1000)
 8. Your own solutions to the issues (1000 words)

Your assignment/report should include all the above headings and should include a 200-word abstract also. Please note that any point you make should be supported by your own research or literature or information available at the brand's website such as the firm website, government website, images...

To reduce the size of your documents, do not copy and paste the images from website in WORD document directly. Instead, save the images on the hard drive, and then insert them in the WORD document. This method will reduce the size of your document significantly.

→Individual Presentation: Your 10-minute individual presentation is on April 27. Basically, you will present PowerPoint slides to the whole class about what you wrote in the document, and make your points through facts, images and your own research. Your presentation should be easy to understand, so please keep it very simple and straight in terms of explaining what is your objective/point and how did you achieve/support it. You must not read from a paper. Eye contact is important. Your presentation will be marked by the class.

Please send your report (word file) and ppt slides (with all images) to me (drsatsingh@gmail.com) by 6 PM on April 26. Please write your name and category in the subject line.

→Class Participation: You need to speak in the class in a consistent manner to demonstrate real insight into the key issues of the lectures, discussions or presentations. Asking questions during lecture or presentations constitute class participation.