

**AMERICAN BUSINESS SCHOOL
Summer Program 2012**

MKT 401 European Luxury Brand Marketing

Instructor : M. Philippe Mihailovich

Times :

Objectives of the Course

The course is very research-driven and prepares students to enter the workplace with knowledge and skills that can be immediately applied. The latest theories and cutting-edge thinking are introduced with interactivity to enable students to work with real issues faced by today's leading as well as niche luxury brands.

At the end of the course the student will have a better grasp of how to:

1. Create a competitive, sustainable and ethical B2C luxury brand concept that can succeed in leading markets including France.
2. Create a competitive Brand Plan before designing a Marketing Plan.
3. Prepare a newsworthy Press Release in line with long-term strategy.

Course Design

The course is structured on both theory and practice:

- Luxury and Branding Theory: Classical vs Contemporary European approaches, the essentials of griffe, maison and place branding versus Corporate Brands; High Luxury versus Luxury Brand strategies; Brand Identity and Structure.
- Workshop sessions will follow after lecture sessions. Harvard cases and professor's own cases will provide workshop sessions. Groups may be required to prepare workshop analysis in advance however the course grade is weighted towards personal projects. Videos, films and radio interviews will be provided to reinforce lessons learned.

Suggested Reading):

- Kapferer&Bastien, "The Luxury Strategy" (Dec 2008) Kogan Page
- Van Gelder, S, "Global Brand Strategy" (2005) Kogan Page
- Mihailovich, P, "Haute Luxe™: Building Your Luxury Brand Love Story" – the 12 steps online - see <http://hauteluxe.net/book/>

On-line material and lectures will be posted regularly on a special yahoo email for the group to share and on Facebook group, "Haute Luxe!"

Student Evaluation

Attendance, Class Participation and Group work contribute to a maximum of 30% of the total grade. Please note that the final Individual Projects provide

the leading grade (70%) and is based on the process of in-depth market and consumer research, trend and competitor analysis using brand tools provided and a unique product and brand concept derived as a result of this analysis.

The press release serves as a simple guide to assessing the newsworthiness and originality of the concept. No grade is given for 'good ideas' that are not grounded in research. No exam is given. This is an intensive research-driven course for mature students and is based on the real world, as is required in real life, so please plan time needed for research.

Note: In this 3-hour class half absences are noted - attendance is taken at the start as well as when class resumes after the break.

No open computers, No visible cell phones, No exceptions!

Detailed Course Description

Session 1 - Introduction to French Luxury Brands and Asian Consumer Desires

Where luxury began and why we desire it.

Brand Image DNA versus Brand Identity

Global consumer behavioural models for segmentation, targeting and positioning

Session 2 – Creating Luxury Brands from commodities

High Luxury versus Luxury Brands

The CBBE model and American luxury brand structures

Van Gelder's brand Reputation and Affinity models for competitive analysis and planning.

Video support material

Session 3 – Brand Stretching and historical analysis

Mihailovich brand stretching models for brand planning and competitive analysis.

The opportunities and threats of emerging concept stores

Corresponding Videos

Session 4 Forecasting competitive activity and repositioning

Critical Success Factors of Luxury Brands across categories

Session 5 – High Luxury vs Luxury Brands

The repositioning of a masstige brand to a luxury brand

Transformations from High Luxury to Luxury Brand

The concept of Maison Branding

Defection from Luxury Brands and under-the-radar alternatives

Session 6 – The classical luxury pyramid structure

The dilemma of Income versus Image
The devaluation of luxury brands by their own managers/owners
The Armani modular 'ladder' model
The Vuitton Model
Kapferer's evolving model
The High Luxury Model
Generating surprise and 'free' press

Session 7 – Brand Legitimacy

Strategic Collaborations
Star Products and Brand Universe
The Hermes ladder
Audio and Video support

Session 8– Repositioning a failed luxury brand

Real Case Study
Brand story and Competitive analysis in practice
Book chapters 9 & 11
Repositioning brands from generic to luxury

Session 9 – The complexities of branding luxury hotels

Harvard Case and real case study
The Mihailovich Brand Architectural model
Video support

Session 10 – Brand Content

Strategic considerations for generating brand content
Video support

Session 11 – Creating sustainable new luxury brands

The process
The format
Examples

Session 12 – Coaching and Course Review

Lessons Learned: Students to present their ppt or pdf projects for coaching.
Projects will need to be revised following coaching advice and submitted within a week of coaching session.