

Module 1: Strategies in the Luxury Market: Basics		
Module Code	CAS LM Module 1	
Degree Program and Discipline	CAS in Applied Luxury Management	
Legal Framework	Academic Regulations for Diploma and Certificate Courses at ZHAW of 25 August 2016	
Module Category	Module Type WB <input checked="" type="checkbox"/> Core Module <input type="checkbox"/> Related Module <input type="checkbox"/> Minor Module	Module Level <input type="checkbox"/> Basic <input checked="" type="checkbox"/> Intermediate <input type="checkbox"/> Advanced <input type="checkbox"/> Specialized
ECTS	6 ECTS	
Organizational Unit	Competence Team Luxury Management, International Business	
Module Coordinator	Fabio Duma, dumd	
Deputy	Maya Gadgil, gadg	
Admission Prerequisites	None	
Module-Related Program Goals	Knowledge and understanding, application of knowledge and understanding, ability to make judgments, communication skills, self-learning skills	
Contribution of Modules Towards Program Goals	<ul style="list-style-type: none"> <li>• <b>Knowledge and Understanding:</b> Participants gain knowledge and understanding of the luxury market (historical, cultural, social, and economic aspects) and the specifics of the management and marketing of companies in the luxury sector.</li> <li>• <b>Application of Knowledge and Understanding:</b> Wherever possible, participants apply acquired knowledge to their own business activity/company and recognize the success factors.</li> <li>• <b>Ability to Make Judgments:</b> Participants can evaluate the success factors in their own as well as external strategies and assess their relevance.</li> <li>• <b>Communication Skills:</b> Participants learn the language skills needed for effective communication in the luxury sector.</li> <li>• <b>Self-Learning Skills:</b> Participants can test their own assumptions for validity and implement an ongoing review process.</li> </ul>	
Learning Goals	The management of companies/brands in the luxury sector requires specialized knowledge. This module provides participants with basic and essential sector-specific knowledge to understand and further develop successful luxury strategies.	
Learning Content	<ol style="list-style-type: none"> <li>1. Introduction to Luxury: luxury as a phenomenon, luxury consumption, global business of luxury.</li> <li>2. The Luxury Brand: definition and characteristics, brand management specifics, brand expansion/brand stretching, building a contemporary luxury brand.</li> <li>3. Luxury Strategy: strategy types, meta-luxury models, luxury foresight, strategic challenges.</li> <li>4. Luxury Entrepreneurship: luxury disruptors, challenges &amp; opportunities of luxury entrepreneurs.</li> <li>5. Luxury Customer Experience: digital transformation, online experience, personal interaction, offline experience.</li> </ol>	
Detailed Module Goals (Competencies)	Knowledge and Understanding <ul style="list-style-type: none"> <li>• Participants understand the luxury environment, its drivers of change, and its characteristics (market conditions, customer behavior, strategies).</li> </ul> Application of Knowledge and Understanding <ul style="list-style-type: none"> <li>• Participants reflect on what they have learned with the current key drivers of change, and exchange views with specialists in the field.</li> <li>• Participants evaluate the market environment specifically for their own companies and develop solutions.</li> </ul> Ability to Make Judgments <ul style="list-style-type: none"> <li>• Participants can critically analyze luxury strategies and evaluate their effectiveness. Participants can identify new success factors in the luxury market.</li> </ul> Communication Skills <ul style="list-style-type: none"> <li>• Participants give an oral presentation (Performance Assessment 1) of a future-oriented solution for their company/project.</li> </ul>	

	<b>Self-Learning Skills</b> <ul style="list-style-type: none"> <li>Participants learn techniques for regular checking strategies.</li> </ul>
Links to Other Modules	This module is linked to the following other module(s): Module: 2      Content: Strategies in the Luxury Market: In-Depth Analysis & Trends
Methods of Instruction	<b>In the Classroom</b> <input checked="" type="checkbox"/> Lecture <input checked="" type="checkbox"/> Reflection <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Discussion <input checked="" type="checkbox"/> Presentation <input type="checkbox"/> Group work <input checked="" type="checkbox"/> Case studies <input checked="" type="checkbox"/> Literature review <input type="checkbox"/> Simulation <input checked="" type="checkbox"/> Others (pls. specify)... Company visits

Attendance Requirement	80%			
Module Structure	<b>In the Classroom</b> (1 lesson à 45 minutes = 1 h workload)	<b>Guided Self-Study</b> (1 lesson à 45 minutes = 1 h workload)		<b>Independent Self-Study</b> (1 lesson à 45 minutes = 1 h workload)
<b>Total</b>	<b>54 h</b>	<b>8 h</b>		<b>88 h</b>
Performance Assessments	<b>Type</b>	<b>Volume</b>	<b>Length (minutes)</b>	<b>Assessment</b>
	<input type="checkbox"/> Written exam(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/Fail
	<input type="checkbox"/> Oral exam(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/Fail
	<input checked="" type="checkbox"/> Presentation(s)	1	30	<input checked="" type="checkbox"/> Grade <input type="checkbox"/> Pass/Fail
	<input type="checkbox"/> Paper(s)/Report(s)			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/Fail
	<input type="checkbox"/> Others (please specify):			<input type="checkbox"/> Grade <input type="checkbox"/> Pass/Fail
	<b>Type</b>	<b>Weighting</b>		<b>Format</b>
	Written exam(s)			<input type="checkbox"/> Open book <input type="checkbox"/> Specified materials (pls. specify) <input type="checkbox"/> Closed book
	Oral exam(s)			
	Presentation(s)	100%		
	Paper(s)/Report(s)			
	Others (please specify):			
<b>Resources</b> (see the respective guidelines -> SML Intranet, Exams/Certificates) <input type="checkbox"/> Free choice of calculator <input type="checkbox"/> ZHAW calculator <input type="checkbox"/> Non-programmable calculator <input type="checkbox"/> Dictionary <input type="checkbox"/> Others (please specify):				
Language of Instruction (Class and Exam)	<input type="checkbox"/> German <input checked="" type="checkbox"/> English only			
Materials	<input checked="" type="checkbox"/> Lecture slides <input type="checkbox"/> Script <input type="checkbox"/> Electronic tools <input type="checkbox"/> Others (please specify):			
Compulsory Reading	Preparatory reading / texts			
Recommended Reading	Kapferer, J. & Bastien, V. (2012). The Luxury Strategy. 2nd edition. Kogan Page, Limited. ISBN 978-0749464912  Wiedmann, K. & Hennigs, N. (2013). Luxury Marketing. Wiesbaden: Springer Gabler. ISBN 978-3834943989.  Chevalier, M. & Gutsatz, M. (2012). Luxury Retail Management. Singapore: John Wiley & Sons. ISBN 978-0470830260.  Wittig, M., Sommerrock, F. & Albers, M. (2015). Rethinking Luxury: How to Market Exclusive Products in an Ever-Changing Environment. 1st edition. Lid Publishing Inc. ISBN 978-1907794568.			
Remarks				

