《奢侈品市场营销管理（双语）》本科课程教学大纲

一、课程基本信息

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| 课程名称 | 奢侈品市场营销管理（双语） | | | | | |
| Luxury Marketing Management (Bilingual) | | | | | |
| 课程代码 | 2120120 | 课程学分 | | 2 | | |
| 课程学时 | 32 | 理论学时 | 32 | 实践学时 | | 0 |
| 开课学院 | College of Jewelry | 适用专业与年级 | | Department of Business Administration (Luxury Management)  Junior | | |
| 课程类别与性质 | Professional Foundation Optional Course | 考核方式 | | Without Exam | | |
| 选用教材 | 《Luxury Marketing and Management》  Daniel A. Langer, Oliver P.Heil  ISBN: 978-7-300-23464-9  Publisher: China Renmin University Press  Edition:1st edition, October, 2016 | | | 是否为  马工程教材 | | No |
| 先修课程 | Management 2120165 (3) Marketing Management 2120055(3)  Microeconomics 2120163 (3) Macroeconomics 2120164 (3) | | | | | |
| 课程简介 | This course aims to familiarize the students with luxury codes and communication, and to emphasize that luxury marketing is different from the classic marketing used by mass market brands. After a brief review of fundamental marketing concepts and latest trends, the students will go through the specificities of luxury (the do's and don'ts, the different perceptions, the influence of cultures, the different types of clients) and they will see how brands can communicate using various tools (celebrities, product placement, events, digital) in order to share their values and educate their clients. This course will also highlight the historic disruption the luxury industry is facing, thanks to the collision of media and technology. | | | | | |
| 选课建议与学习要求 | Mandatory course for sophomores of the Luxury Management program；Optional course for sophomore, junior and senior students who have studied economics, management, etc. | | | | | |
| 大纲编写人 |  | | 制/修订时间 | | 2024/9 | |
| 专业负责人 |  | | 审定时间 | | 2024/9 | |
| 学院负责人 | a0e6149d95f587e4576ab22bc7750ec（签名） | | 批准时间 | | 2024/9 | |

二、课程目标与毕业要求

（一）课程目标

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| --- | --- | --- |
| 类型 | 序号 | 内容 |
| 知识目标 | 1 | Understand and master the basic knowledge and theory of luxury marketing, and be familiar with the operation mode of luxury brands. |
| 技能目标 | 2 | Grasp rich and advanced marketing operation methods and ideas by analyzing examples of luxury brands. |
| 3 | Be able to apply what has been learned and apply luxury theory and methods to guide practice. |
| 素养目标  (含课程思政目标) | 4 | Have the ability to apply the marketing theories and methods of international luxury brands to the Chinese market, and contribute to the construction of "high-quality brands". |

（二）课程支撑的毕业要求

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| **LO2 Professional competence:** possess humanities literacy, possess theoretical knowledge and practical skills in luxury management or related fields.  ③ Ability in luxury goods sales management. Be familiar with market analysis and brand positioning methods in the luxury, jewelry, and fashion industries, be able to develop brand marketing strategies and strategies. Grasp sales skills, be able to communicate effectively with customers and achieve sales goals. Be able to expand the market based on the competitive market environment. |
| **LO4 Autonomous learning:** be able to determine one's own learning goals according to environmental needs, and actively achieve learning goals through methods such as collecting information, analyzing information, discussing, practicing, questioning, and creating.  ② Be able to collect and obtain the learning resources necessary to achieve goals, implement learning plans, reflect on learning plans, continuously improve, and achieve learning objectives. |
| **LO8 International Perspective:** have ability to express and communicate in a foreign language, and cross-cultural understanding, as well as awareness of international competition and cooperation.  ② Understand the history and culture of other countries, and have cross-cultural communication skills. |

（三）毕业要求与课程目标的关系

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| --- | --- | --- | --- | --- |
| 毕业要求 | 指标点 | 支撑度 | 课程目标 | 对指标点的贡献度 |
| LO2 | ③ | M | 2. Grasp rich and advanced marketing operation methods and ideas by analyzing examples of luxury brands. | 50% |
| 3. Be able to apply what has been learned and apply luxury theory and methods to guide practice. | 50% |
| LO4 | ② | M | 1. Understand and master the basic knowledge and theory of luxury marketing, and be familiar with the operation mode of luxury brands. | 50% |
| 3. Be able to apply what has been learned and apply luxury theory and methods to guide practice. | 50% |
| LO8 | ② | H | 4. Have the ability to apply the marketing theories and methods of international luxury brands to the Chinese market, and contribute to the construction of "high-quality brands". | 100% |

三、课程内容与教学设计

（一）各教学单元预期学习成果与教学内容

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| **Unit 1**  - Introduction and Icebreaker  - Presentation of Assessments  - Marketing Models Review  - Status of Luxury Market  **Unit 2**  - Luxury Definition  - Difference between Luxury and Similar Concepts  - Luxury Categories and Luxury Index  - Anti-laws of Marketing  **Unit 3**  - The Cultural and Social Frame  - Perceptions and Geographical Differences  - Consumer Segmentation  - The Purchase Situation  - The Consumption Situation  **Unit 4**  - Quality and Aesthetic  - Luxury Pricing and Income Elasticity  - Luxury in the Digital Age  - Social Media Tools and Application Study  - Branding Strategies  - Luxury Development and Challenges  **Unit 5**  - Work Presentation and Assessment  **KEY KNOWLEDGE POINTS:**  - Luxury Market  - Characteristics of Luxury  - Luxury Brand Pricing Strategy  - Luxury in the Digital Age  **DIFFICULT POINTS:**  - Luxury Categories and Luxury Index  - Luxury Brand Marketing in the Digital Age |

（二）教学单元对课程目标的支撑关系

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| --- | --- | --- | --- | --- |
| 课程目标  教学单元 | 1 | 2 | 3 | 4 |
| **Unit 1** | √ |  | √ | √ |
| **Unit 2** | √ | √ |  | √ |
| **Unit 3** |  | √ | √ | √ |
| **Unit 4** | √ |  | √ | √ |
| **Unit 5** |  |  | √ | √ |

（三）课程教学方法与学时分配

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| --- | --- | --- | --- | --- | --- |
| 教学单元 | 教与学方式 | 考核方式 | 学时分配 | | |
| 理论 | 实践 | 小计 |
| **Unit 1** | Lecture  Discussion | Course Report | 4 | 0 | 4 |
| **Unit 2** | Lecture  Case Study | Class Exercise  Course Report | 4 | 0 | 4 |
| **Unit 3** | Lecture  Case Study | Class Exercise  Course Report | 8 | 0 | 8 |
| **Unit 4** | Lecture  Case Study | Class Exercise  Course Report | 12 | 0 | 12 |
| **Unit 5** | Class Presentation | Class Presentation | 4 | 0 | 4 |
| 合计 | | | 32 | 0 | 32 |

四、课程思政教学设计

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| **1. Overview of Luxury:** The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China proposed to "comprehensively promote consumption", "enhance the fundamental role of consumption in economic development, follow the trend of consumption upgrading, enhance traditional consumption, cultivate new consumption, and appropriately increase public consumption". At present, China has become the largest consumer of luxury goods, with consumption constantly upgrading, and compared to before, consumption is also becoming more rational and mature.  **2. Luxury Marketing:** "Promote the transformation from Made in China to Created in China, from Chinese speed to Chinese quality, and from Chinese products to Chinese brands.". Luxury goods marketing is essentially the marketing of luxury brands. Learning the concepts and methods of luxury goods marketing is aimed at practical application and promoting the development of high-quality brands in China.  **3. The Content of Luxury Product Planning:** Chinese spirit - craftsmanship spirit.  **4. Luxury Online Store Planning:** China's digitalization process is developing rapidly, and luxury goods are transitioning from being cautious to actively embracing the Internet, using various innovative methods and approaches to continuously strengthen the digitalization of luxury goods. The digital development of Tiffany and Cartier in China, as seen in the case of LV's acquisition of Tiffany to deal with Cartier.  **5. Communication Taboos in Chinese Mainland:** Chinese culture has its own unique charm and characteristics, strengthening cultural self-confidence. The various communication activities of luxury brands must meet the requirements of Chinese culture and cannot violate political, cultural, and other requirements, otherwise they will be eliminated by the market. Many brands also design Chinese style products based on Chinese culture and engage in communication activities that conform to Chinese cultural traditions, such as showcasing and promoting during traditional Chinese cultural festivals. |

五、课程考核

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| 总评构成 | 占比 | 考核方式 | 课程目标 | | | | 合计 |
| 1 | 2 | 3 | 4 |
| X1 | 30% | Class Exercise | 50 | 50 |  |  | 100 |
| X2 | 30% | Course Report | 25 | 25 | 25 | 25 | 100 |
| X3 | 40% | Class Presentation | 20 |  | 20 | 60 | 100 |

评价标准细则（选填）

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| --- | --- | --- | --- | --- | --- | --- |
| 考核项目 | 课  程  目  标 | 考核要求 | 评价标准 | | | |
| 优  100-90 | 良  89-75 | 中  74-60 | 不及格  59-0 |
| X1 |  |  |  |  |  |  |
| X2 |  |  |  |  |  |  |
| X3 |  |  |  |  |  |  |

六、其他需要说明的问题

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| None. |