上海建桥学院课程教学进度计划表

**一、基本信息**

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| 课程代码 | 2060701 | 课程名称 | 奢侈品文化（英） |
| 课程学分 | 2 | 总学时 | 32 |
| 授课教师 | 吴璠 | 教师邮箱 | 19004@gench.edu.cn |
| 上课班级 | 工商管理B21-3  工商管理B21-4 | 上课教室 | 1教105 |
| 答疑时间 | 周二下午9-12节 | | |
| 主要教材 | The Luxury Strategy: Breaking The Rules of Marketing to Build Luxury Brands (dissecting the luxury concept and defining the counter-intuitive rules for luxury marketing), Jean-Noel Kapferer and Vincent Bastien, Sept. 2012 (second edition), ISBN-13: 978-0749454777 | | |
| 参考资料 | Luxury World: The Past, Present and Future of Luxury Brands by Mark Tungate Narcissism and luxury consumption in digital age by Seong-Yeon Park & Yeu-Jin Kang  Managing fashion and luxury companies, Erica Corbellini & Stefania Saviolo, Feb. 2009 (second edition), ISBN- 13: 978-0470830260  Eckhardt, G. M., Belk, R. W., et Wilson, J. A. J., The rise of inconspicuous consumption. Journal of Marketing Management, 31(7–8), 807–826, 2014 | | |

**二、课程教学进度**

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| 周次 | 教学内容 | 教学方式 | 作业 |
| 1 | **Section 1**  Introduction of the seminar (class content) and of the tutor  Definition of the concept of luxury  A history of luxury in Europe  Individual Homework : some French fashion brands and their respective founder (full name, date of birth and date of death to be provided as well as pictures). Illustrate the findings with a PPT presentation | Lecture  Discussion | Exercises :  Students’ research about  the Maisons de Champagne  The worldwide luxury car brands  The major luxury hotels companies  The French Haute Couture brands |
| 2-3 | **Section 2**  Control of the individual homework  The traditional approach of luxury versus a modern one  The role of craftsmanship in the luxury brands promotion  The phenomenon of « affordable luxury »  Student’s research about the « affordable brands » (in fashion and in other product categories)  Contemporary luxury brands  Recent evolutions of luxury | Lecture  Case Study | Individual Homework : Research of the name and picture of the creative directors of different European fashion luxury brands. Illustrate the findings with a PPt presentation |
| 4-5 | **Section 3**  Control of the individual homework  The professional associations promoting the European luxury worldwide  Research : find some further exhibitions which have been organized by luxury brands to develop their brand awareness at the international level  Individual Homework : explain the exhibition of Tiffany « Vision and virtuosity » through a PPt presentation | Lecture  Case Study  Discussion | Exercise : looking for some brands belonging to the associations and identifying their identity (the students are kindly invited to look for brand they don’t know yet)  The international promotion done by these professional luxury associations  Video about a recent Cartier exhibition in China (to be commented in class) |
| 6-7 | **Section 4**  The luxury brands and their iconic products  Luxury consumption in the BRIC countries : How luxury consumers consume luxury in the world with a focus on Chinese consumers.  A typology of the worldwide luxury consumers | Lecture  Case Study  Discussion | Individual homework : Identify and illustrate 6 iconic products which have not been mentioned in class. Look for these pieces in the advertising campaign of the related brands and illustrate the findings with a PPT presentation |
| 8 | **Section 5**  Presentation of the research about the iconic pieces  Towards a more local Chinese luxury : Study of some Chinese luxury brands which are already developed at an international level | Lecture  Case Study  Discussion | Case study : Shang Xia  Small workshop : in group of 2 students, some different Chinese will have to study one of these brands and present it in front of the class (on a basis of volunteership) |

**三、评价方式以及在总评成绩中的比例**

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| 总评构成（X） | 评价方式 | 占比 |
| X1 | 课堂练习 | 30% |
| X2 | 课程品牌文化与战略报告 | 30% |
| X3 | 课堂展示PPT | 40% |

任课教师：吴璠 系主任审核： 吴璠 日期：2022年9月16日