上海建桥学院课程教学进度计划表

**一、基本信息**

|  |  |  |  |
| --- | --- | --- | --- |
| 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**

|  |  |  |  |
| --- | --- | --- | --- |
| 周次 | 教学内容 | 教学方式 | 作业 |
| 1 | **Section 1**Introduction of the seminar (class content) and of the tutorDefinition of the concept of luxuryA history of luxury in EuropeIndividual 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 | LectureDiscussion | Exercises : Students’ research about the Maisons de ChampagneThe worldwide luxury car brandsThe major luxury hotels companiesThe French Haute Couture brands |
| 2-3 | **Section 2**Control of the individual homework The traditional approach of luxury versus a modern oneThe role of craftsmanship in the luxury brands promotionThe phenomenon of « affordable luxury »Student’s research about the « affordable brands » (in fashion and in other product categories)Contemporary luxury brandsRecent evolutions of luxury  | LectureCase 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 worldwideResearch : find some further exhibitions which have been organized by luxury brands to develop their brand awareness at the international levelIndividual Homework : explain the exhibition of Tiffany « Vision and virtuosity » through a PPt presentation | LectureCase StudyDiscussion | 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 associationsVideo 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 | LectureCase StudyDiscussion | 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 piecesTowards a more local Chinese luxury : Study of some Chinese luxury brands which are already developed at an international level | LectureCase StudyDiscussion | Case study : Shang XiaSmall 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**

|  |  |  |
| --- | --- | --- |
| 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