

Subject Name	Luxury Management
Subject Code	HTM541
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

This subject emphasizes conceptual, analytical and application skills in luxury brand management and luxury experience. Concepts and applications will be introduced through the textbooks, selected journal articles and field visit. The idea of creating this subject is to help students analyze the essence of a luxury brand, luxury brand consumption and luxury experience. It hopes to enable students to analyze the power of a luxury brand and evaluate a luxury experience through its value, its social, contractual and semiotic dimensions.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

1. Evaluate and discuss the essence of luxury brand management.
2. Address the brand potential that exists in luxury activities, and how luxury-goods businesses should be conducted on a daily basis.
3. Analyze and critic the specificities of luxury goods marketing, the long term trends in the luxury industry and the changing shape and definition of the luxury sector.
4. Analyze and evaluate luxury brand management research journals to identify research problems, review the literature, apply methodologies, and appraise results; and develop research proposal, to conduct an appropriate survey, to evaluate the findings, and to compose research reports.
5. Identify luxury brand and experience problems within the hotel and tourism context, and apply research skills and techniques to solve these problems.
6. Analyze and appraise related numerical and graphical data regarding managing luxury brand and experience, and develop solutions for industry practitioners.

Assessment Weighting:

Continuous Assessment 100%

Indicative Content:

- Specificities of the luxury industry
- Luxury brand power and lifecycle
- The luxury client
- Luxury brand identity
- Managing luxury brand creation and communication
- International distribution and retailing