Luxury Marketing

ECTS : 6

Volume horaire : 36

Description du contenu de l'enseignement :

This course provides an in-depth exploration of luxury marketing, emphasizing the specific strategies and tools used by high-end brands to create desirability, maintain exclusivity, and sustain long-term brand equity. Students will examine the management of product portfolios, pricing strategies, selective distribution, retail experiences, brand communication, and digital marketing, with attention to storytelling, creative direction, and influencer partnerships. The course includes a detailed case study analyzing contrasting approaches within the luxury sector, allowing students to link theoretical frameworks with practical applications. The objectives of the course are to equip students with the knowledge and analytical skills necessary to design coherent luxury marketing strategies, understand the balance between exclusivity and growth, and critically assess brand decisions in global and digital contexts. This course is on Moodle. **1** Luxury Value Creation & Perceived Value Engineering**2** Luxury Segmentation, Targeting & Client Archetypes **3** Luxury Product Strategy & Creative Direction **4** Pricing as a Marketing Tool in Luxury **5** Selective Distribution & Channel Control **6** Luxury Retail Marketing & Clienteling Excellence **7** Luxury Communication Strategy: Creating Desire, Not Demand **8** Influence, Celebrities & Opinion Leaders in Luxury Marketing **9** Digital Marketing for Luxury Brands **10** Brand Stretching, Line Extensions & Risk of Brand Dilution**11** Case Study: Hermès vs. Louis Vuitton - Two Opposite Marketing Models **12** Luxury Marketing Performance & Long-Term Brand Equity // Final exam

Compétence à acquérir :

By the end of this course, students will have acquired a solid understanding of the specific mechanisms of luxury marketing and value creation. They will be able to:

- analyze how luxury brands build and sustain desirability through symbolic value, pricing strategies, selective distribution, and controlled communication;
- develop the ability to design coherent luxury marketing strategies aligned with brand identity, creative direction, and long-term brand equity;
- critically assess digital and influencer marketing strategies in luxury, balancing visibility with exclusivity;
- apply luxury marketing frameworks to real brand cases and evaluating brand performance using long-term indicators rather than short-term sales metrics.

Mode de contrôle des connaissances :

- Two interrogations (25% of the final grade each);
- Final exam (50% of the final grade).

Each interrogation as well as the final exam will contain multiple choice questions and open type questions. The passing grade for a course is 10/20. **Attendance** Attendance is **mandatory**. Students are expected to attend all classes, arrive on time, and stay for the entire session. Repeated absences or lateness may affect the final grade. **Class Participation** Active participation is essential -- it is what makes classes both lively and instructive. Students are expected to come prepared and contribute thoughtfully to discussions. Participation will be assessed based on the **quality** of contributions, not their quantity. **Exam Policy** Students are not allowed to bring any materials into exams, except those explicitly authorized by the instructor. Unexcused absences from exams or failure to submit assigned cases will result in a **grade of zero** when calculating final averages. All exams must be submitted at the end of the examination period. **Communication and Grading** All questions or concerns regarding grading or course policies must follow the official procedures. **No direct negotiation with instructors about grades or assessments is permitted.** Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Bibliographie, lectures recommandées :

- Kapferer, J.-N. & Bastien, V. - The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands;
- Wiedmann, K.-P., Hennigs, N. & Siebels, A. - Value-Based Segmentation of Luxury Consumption Behavior;
- Okonkwo, U. - Luxury Fashion Branding: Trends, Tactics, Techniques;
- Bain & Company (Annual Report) - Luxury Goods Worldwide Market Study;
- Chevalier, M. & Mazzalovo, G. - Luxury Brand Management: A World of Privilege;

- Kapferer, J.-N. - Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare.

Anastasija Stefanovic has a strong background in Economics and Strategic Management. She obtained both her Bachelor's and Master's degrees from the University of Belgrade, Serbia, with academic exchanges in Ljubljana, Slovenia, and Paris, France. During her undergraduate studies, she participated in multiple international projects at Delta Holding d.o.o., one of Serbia's largest corporate groups. During her Master's program, she spent a semester on academic exchange at Sorbonne Panthéon Paris 1, after which she was appointed as a teaching assistant. She currently teaches over 120 students, covering topics such as Statistics, Introduction to Economics, and International Economics.

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