



# ME2188 Luxury Strategy and Business Reality 3.0 credits

Lyxerbjudanden som affärsstrategi

This is a translation of the Swedish, legally binding, course syllabus.

## Establishment

## Grading scale

A, B, C, D, E, FX, F

## Education cycle

Second cycle

## Main field of study

Industrial Management

## Specific prerequisites

6 higher education credits in basic marketing.

English B/English 6, or the equivalent.

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

On completion of the course, the student should be able to:

1. Position or re-position a premium or luxury brand
2. Analyse when and how technology can contribute to a luxury brand's product offering,
3. Develop a distribution strategy for luxury products in physical and digital channels,
4. Develop a capitalisation strategy for a luxury brand through category expansion and licensing.

## Course contents

Consumption of luxury goods is one of the clearest trends of today and tomorrow. Luxury and premium offers are now available in all markets from cars and perfumes to hotels, gyms and food and drink. It requires the knowledge, creativity and experience of global, national and local businesses to create unique and attractive luxury goods offerings.

The Luxury Strategy and Business Reality course provides concrete tools to work on marketing, business development and brand strategy for luxury markets. A key theme of the course is how companies can broaden and democratise their luxury customer base and make products more accessible, without losing their exclusivity. Another theme is how luxury brands can reduce their environmental footprint without losing their mystique and appeal. The course focuses on a number of areas:

- Positioning of luxury and premium brands,
- Segmentation strategy for luxury and premium,
- Analysis and design of capitalisation strategy in the luxury sector,
- Business development through licensing, franchising and alliances,
- The link between value propositions and luxury strategy,
- The role and contribution of technology to luxury products and services,
- Democratization of luxury offers,
- Luxury strategies and resource efficiency.

## Examination

- INL1 - Assignment, 1.5 credits, grading scale: P, F
- TEN1 - Written exam, 1.5 credits, grading scale: A, B, C, D, E, FX, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

## **Ethical approach**

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.