Course Overview

This elective half-course provides an in-depth analysis of key issues facing luxury brands over the next decade:

- Managing the Omni-channel: maintaining the brand experience in multiple touch points
- Flash sale sites: making luxury more accessible while protecting the brand image
- Extending the brand: making products more accessible without damaging the brand
- Global luxury marketing: managing luxury brands in emerging markets
- Leveraging social media: how to benefit from it and better connect with customers

Class sessions consist of lecture and discussion of course readings, site visits to luxury brand companies, talks and panel discussions with industry leaders. Speakers and panelists will address in particular what changes they foresee, including how jobs in the industry might evolve over the next few decades.

Course Organization

This course is one of a series of New York City Seminars on key industries that students might consider for their careers. The course takes place over six Friday afternoons.

The first session will take place in Uris Hall, with an introduction by the professor and a talk to all the New York City Seminars by Michael Bloomberg on New York City’s future as a world business center.

The next four sessions will take place at luxury brand companies in the New York City area, for talks and panel discussions with leaders from those companies and from other companies related to the topic of the day. Each site visit ends with a student-faculty debriefing to discuss what students learned. Buses will take students to and from campus.

The last session will take place in Uris Hall again, for a conclusion and review of the course.

Connection to the Core

This course follows from the positioning, branding, and communications sections of the core marketing class.
Assignments and Grading

Requirements for the course are: attend class and participate in class discussions (30%), team presentations (20%) and submit a final paper a week after class ends (50%).

Team Presentations

Students will be required to do one group presentation (5 to 6 students) at the beginning of a site visit to the management of the company. The presentation will summarize the group’s analysis of future trends in the luxury market in order to identify marketing opportunities for the company. The presentation will last approximately 10 minutes and will be followed by a Q&A with the site visit company’s managers.

Final paper

The final paper will have students do an analysis of the future trends in the luxury industry and discuss the implications of these trends for a luxury firm’s marketing strategy and execution:

- Pick a luxury firm from a list of 5 firms (not ones from the site visits)
- Select 2 trends from the 5 trends covered in the course
- Analyze the firm’s existing marketing efforts (e.g., pricing, product, channel or communications strategies)
- Make specific recommendations on how the firm should adjust their marketing efforts (e.g., pricing, product, channel or communications) to respond to these future trends
- Recommendations should be based on supporting data based on research conducted by the student and course materials
- The paper should be a minimum of 5 pages (1500 words), not including figures and tables.

Course Outline

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Location</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>March</td>
<td>Introduction</td>
<td>INSEAD Case on Renova</td>
<td>Uris Hall</td>
<td>Michael Bloomberg: New York City’s future as a world business center</td>
</tr>
<tr>
<td>2</td>
<td>April</td>
<td>Managing the Omni-channel</td>
<td>Book chapter on omni-channel</td>
<td>L’Oreal</td>
<td>Executives from L’Oreal</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td></td>
<td>NY Times article on luxury retailers slow adoption of omni-channel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session</td>
<td>Date</td>
<td>Topic</td>
<td>Readings/Articles</td>
<td>Speaker</td>
<td>Organization</td>
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<tr>
<td>3</td>
<td>April 10</td>
<td>Extending the brand</td>
<td>HBR article on the growth of masstige NY Times article on luxury brand extensions</td>
<td>Marc Jacobs</td>
<td>Executives from Marc Jacobs</td>
</tr>
<tr>
<td>4</td>
<td>April 17</td>
<td>Flash Sale Site</td>
<td>NY Times article on Flash sale site Reading from book, “Luxury for the Masses”</td>
<td>Gilt.com</td>
<td>Executives from the Gilt Group</td>
</tr>
<tr>
<td>5</td>
<td>April 24</td>
<td>Global luxury marketing</td>
<td>Readings from book on luxury brands in emerging markets</td>
<td>Ralph Lauren</td>
<td>Executives from Ralph Lauren</td>
</tr>
<tr>
<td>6</td>
<td>May 1</td>
<td>Leveraging social media</td>
<td>Business Insider article on luxury and social media NY Times article on Burberry social media site</td>
<td>Uris Hall</td>
<td>Panel of luxury executives</td>
</tr>
</tbody>
</table>

**May 8**  
*Final paper due: maximum 1500 words, not including figures and tables*