

Course PM Luxury Strategy and Business Reality 3.0 credit Autumn semester 2026

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.

Luxury Focus Areas

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,
- Democratisation of luxury offers,
- Luxury strategies and resource efficiency.

Course Literature

Kapferer, J.N and Bastien Vincent (2025) The Luxury Strategy, Kogan Page, London.

The Examination consists of two parts Home exam open book with 3 questions (A-F)

Each Question gives a maximum of 10 points

A = 27-30 p.

B= 22-26 p

C= 18-21 p

D 14-17 p

E 10-13 p

F 0-9 P

Luxury Brand Focus Paper

Luxury Brand Focus paper (3-4 pages) including a minimum of five references (P/F)

The Luxury Brand Focus Paper should be delivered in paper form

The Idea Of the mini paper is to conceptually explore one concept in relation to one luxury brand:

I explore luxury Brand Authenticity for HERMES

I explore luxury brand reflection for LAMBORGHINI

I explore luxury brand consumer archetypes for PATEK Phillip

Paper Structure

Background

Theoretical Concept

Luxury Brand Case

Analysis and Conclusion

References

Response

Written response on paper within a week from paper deadline

Response on written home exam and grade within 3 weeks from home exam