

COURSE CODE BAC.EAINA.MKBUS.3855	COURSE NAME LUXURY SERVICE		
Credits	US Credits 3 / ECTS Credits 6		
Student Workload	Contact Hours	Personal and/or Teamwork	Evaluation
	36	120	6
Teaching Language	English		
Co/Prerequisite	None		
Discipline	Marketing		
Course Manager	Virginie Langlet - virginie.r.langlet@skema.edu		
Course Description	<p>The Luxury service strategy and product management course explores the luxury business model and involves an integrated approach to management.</p> <p>This course is designed to provide students with an understanding of luxury services and the significance of marketing the services in the luxury industry.</p> <p>This course will study luxury service management from an holistic viewpoint. The material will integrate operations, marketing, strategy, information technology and organizational issues.</p>		
Learning Outcomes	<p><i>Knowledge and Understanding (subject specific) - The student is expected to:</i></p> <p>Develop a framework for understanding the essential ingredients and best practices of effective marketing of luxury good and services .</p> <p>Gain knowledge of the unique aspects and challenges inherent in marketing and managing the delivery of services or other intangible offerings.</p> <p>To explore ways to set service standards to offer the customer a memorable experience.</p> <p><i>Cognitive / Intellectual Skills (generic) - The student is expected to:</i></p> <p>Develop a deeper and more nuanced understanding of market for luxury goods and services.</p> <p>To understand how service performance can be improved by studying services operations management.</p> <p>To understand the key concepts of services marketing and how they can be used to create competitive advantage for businesses.</p> <p><i>Key Transferable Skills (generic) The student is expected to:</i></p> <p>To augment student ability to think creatively and critically about the marketing strategies and tactics involved in luxury brands</p> <p>Develop analytical skills by hands-on experience and business case analysis, discussion, and presentation</p> <p>Develop teamwork skills and group decision-making</p> <p><i>Practical Skills (subject specific)</i></p> <p>To develop an understanding of the “state of the art” service management thinking</p> <p>To design and operate a luxury service business using the concepts, tools and techniques of service operations management applied in the luxury sector.</p>		
Course included in AACSB Assurance of Learning	Choose an item. If Yes, enter the LO(s)		
Transferable Competences	<input checked="" type="checkbox"/> Sustainability <input type="checkbox"/> Ethics <input type="checkbox"/> Artificial Intelligence <input type="checkbox"/> Technological Agility <input checked="" type="checkbox"/> Communication <input checked="" type="checkbox"/> Research Methods <input type="checkbox"/> Other	Please include details here:	
Teaching Methods	<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Blended Learning <input checked="" type="checkbox"/> Case Study <input checked="" type="checkbox"/> Project		

	<input checked="" type="checkbox"/> Guided Personal Work <input checked="" type="checkbox"/> Autonomous Personal Work	<input type="checkbox"/> Seminar <input type="checkbox"/> Other <i>Please specify</i>
Student Assessment	Written Examination Midterm Final group presentation	Coefficient % 30% 40%
	Continuous Assessment: Projects & business cases	Coefficient % 30%
References / Books	<p style="text-align: center;">Required for the course</p> Enter a brief reference to any required reading	<p style="text-align: center;">Recommended references</p> "Services Marketing", 6th edition, Christopher Lovelock and Jochen Wirtz: Prentice-Hall, 2006. "Services Marketing: Integrating Customer Focus across the Firm" 4th edition, Valarie Zeithaml, Mary Jo Bitner, and Dwayne Gremler, Boston, MA: McGraw-Hill Irwin, 2006.
Online reference material	<p style="text-align: center;">Required for the course</p> <i>List any required online resources here</i>	<p style="text-align: center;">Recommended references</p> <i>List any recommended online resources here</i>

	COURSE CONTENT
Session:	Contents:
1	Introduction Brief Overview of Service Marketing in Luxury Understanding the importance of Service in a Luxury-based Industry
2	Difference between products and services The role of the Services Manager vs. the Product Manager: Implications
3	Service Process Map Some Marketing Fundamentals specific to Luxury and Fashion industry
4	Understanding the Customer in a Services Setting (consumer behavior) The 4Ps plus the 3Ps in luxury branding
5	The 3 Ps of Services Marketing: People/ Process
6	The 3 Ps of Services Marketing: Process/Physical Environment
7	Tools and Frameworks in luxury services marketing: SERVQUAL / RATER / SERVICE QUALITY GAPS
8	How can luxury brand innovate through services? Service Quality and Satisfaction a key factor for luxury business
9	Service Metrics / Failure and Recovery Strategies for Luxury Brands Service Guarantees / Retention strategies
10	Delivering Outstanding Service Luxury experiencescape / Managing the Servicescape (physical environment)
11	Understanding the customer satisfaction profit chain / Value Profit Chain in Luxury business model Designing the ultimate Luxury Experience
12	Final Group presentation

COMPETENCY BASED APPROACH

<u>Bloc</u>	<u>MAC</u>	<u>Nom</u>	<u>Objectif</u>	<u>Evaluation</u>	<u>corresponding exam</u>	<u>Coeff Syllabus</u>
2. use data for analytical purpose	2B	Analyze, interpret the data collected	Know how to analyze and interpret the data collected and apply them to the area of specialization.	Project and oral presentations (intermediates and case studies)	intermediate presentations	15%
					midterm	5%
					Final exam	10%
3. Written and oral expression and communication	3C	Communicate transparently	Share and explain complex ideas and arguments transparently and clearly	Project and oral presentations (intermediates and case studies)	intermediate presentations	10%
				essay	midterm	10%
5. Liability action within a professional organization	5D	Respecting one's responsibility in a group project.	Understanding and respecting the standards and rules of the domains of activity, and respecting one's responsibility within a group project.	Project and oral presentations (intermediates and case studies)	intermediate presentations	5%
					5C	Adopting an ethical and responsible behavior
8: Developing professional management practices	8C	Définir des stratégies et plans d'actions	Through applied projects, define strategies and action plans in various domains of activity and functions	Case study	Final exam	15%
					midterm	10%
8: Developing professional management practices	8D	Being creative and innovative	Using one's creativity to propose innovative solutions in project, team, and business management.	Case study	Final exam	10%
					midterm	5%

ECOLOGICAL TRANSITION

Please detail here how the ecological transition is explored in this course: (concepts, activities, group work, project, ...)

In the course "Luxury Service and Product Management," the ecological transition is examined by integrating sustainability principles into the luxury sector. Concepts such as sustainable sourcing, ethical production, carbon footprint reduction, and circular economy practices are explored to address environmental concerns. Students engage in various activities, including case studies of luxury brands adopting eco-friendly practices, analyzing the life cycle of luxury products, and evaluating the impact of sustainability on brand reputation.

Group work is employed to foster collaborative learning, where students collaborate on projects to develop sustainable business strategies for luxury companies. This encourages critical thinking and innovative solutions for integrating ecological considerations into luxury service and product management. Additionally, individual or group projects may involve designing sustainable luxury experiences or proposing eco-conscious marketing campaigns for luxury products.

Throughout the course, discussions, case studies, and group projects, students will get practical insights. This approach ensures that students not only grasp theoretical concepts but also understand how these ideas translate into real-world luxury business practices aligned with the ecological transition.