

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	MA Luxury Brand Management
2	<b>Course Code</b>	PT1110/ PT1446
3	<b>Awarding Institution</b>	Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)	
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)	

6	Course Description
	<p>This course addresses the unique challenges and opportunities of the luxury sector, making it ideal for students aspiring to build careers with premium, high-end, and luxury brands.</p> <p>We empower you to become a confident leader and innovative thinker, teaching you how to position brands in the market. You'll learn how luxury brands are managed globally, with insights from both producer and consumer perspectives.</p> <p><b>Engaging and Dynamic Learning Approach</b></p> <p>Our MA Luxury Brand Management course offers an immersive, hands-on learning experience tailored to the challenges of the luxury sector. Through a blend of lectures, seminars, workshops, and real-world case studies, you'll develop strategic and tactical management skills, critically analysing and applying management theories in practical settings.</p> <p><b>Structured and Supportive Learning</b></p> <p>Our course structure supports your development in the luxury industry, with pre- and post-class activities and workshops forming a robust foundation for in-class learning. Our one-on-one support sessions ensure that your educational journey is personalised and aligned with your career aspirations. This structured support is key to helping you integrate knowledge across disciplines, including insights from fashion and jewellery.</p> <p><b>Advanced Resources for Comprehensive Learning</b></p> <p>You'll have access to BCU's extensive resources, including cutting-edge marketing tools, comprehensive market research databases, and luxury-specific industry reports. As you progress through the course levels—from PGCert to PGDip, and finally to MA—you will become adept at using these resources to make informed decisions about luxury brand positioning and management, both from producer and consumer perspectives.</p> <p><b>Holistic Development through Rigorous Workshops</b></p> <p>You will complement your academic learning with workshops that enhance both your scholarly and technical capabilities. Regular support sessions and hands-on workshops in industry-standard software programmes, such as Adobe InDesign, as well as media production, are integral to your development, with expert technicians available to assist you in building your skills.</p>

	<p><b>Industry-Driven and Academically-Grounded Learning Experience</b></p> <p>Our teaching team comprises seasoned professionals from the luxury sector and academics with strong research backgrounds. This blend of industry insights and academic expertise ensures a well-rounded learning experience, helping you understand the strategic and tactical decisions that drive successful luxury brands globally.</p> <p><b>Career Development and Entrepreneurial Dynamics</b></p> <p>The course strongly focuses on employability and entrepreneurial skills, integrating sessions on industry roles, social media strategies, and professional networking. Our collaboration with the STEAMhouse incubator supports students in transforming innovative ideas into viable business ventures.</p> <p><b>Collaborative and Interdisciplinary Learning</b></p> <p>The unique setting of our College allows you to collaborate with peers from jewellery, fashion, and textile courses, enriching your understanding of the luxury industry. This interdisciplinary approach fosters a broader perspective, incorporating diverse insights into your strategic and creative thinking.</p>
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<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Master of Arts Luxury Brand Management	7	180
	Master of Arts Luxury Brand Management with Professional Placement	7	240
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Postgraduate Certificate Luxury Brand Management	7	60
	Postgraduate Diploma Luxury Brand Management	7	120

<b>8</b>	<b>Variation from the University Regulations</b>
	Not applicable

<b>9</b>	<b>Delivery Patterns</b>			
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>	<b>Code(s)</b>
	Full Time	City Centre (Curzon)	1 year	PT1110
	With Professional Placement Year	City Centre (Curzon)	18 Months	PT1446

<b>10</b>	<b>Entry Requirements</b>
	The admission requirements for this course are stated on the course page of the BCU website at <a href="https://www.bcu.ac.uk">https://www.bcu.ac.uk</a> , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Aims
	<ul style="list-style-type: none"> <li>• <b>Develop Strategic and Tactical Management Skills:</b> Equip students with the ability to make informed and effective management decisions at both strategic and tactical levels, emphasising the complexities and dynamic nature of the luxury industry.</li> <li>• <b>Enhance Leadership and Innovative Thinking:</b> Foster leadership qualities and innovative thinking, enabling students to confidently lead and approach brand management with a creative and forward-thinking mindset.</li> <li>• <b>Understand Luxury Brand Management:</b> Provide a comprehensive understanding of how luxury brands are managed in the international marketplace, encompassing both producer and consumer perspectives.</li> <li>• <b>Analyse Market Positioning:</b> Teach students how to critically analyse and determine the market positioning of premium, high-end, and luxury brands, considering various factors influencing management decisions.</li> <li>• <b>Integrate Cross-Disciplinary Knowledge:</b> Encourage the integration of knowledge from fashion management and other related disciplines through shared lectures and collaborative practices, enhancing interdisciplinary learning and perspectives.</li> <li>• <b>Utilise Digital Technology for Global Perspectives:</b> Leverage interactive digital technology to facilitate debates and the sharing of experiences, promoting the integration of diverse cultural knowledge in a global context.</li> <li>• <b>Engage in Professional Practice:</b> Offer practical field trip opportunities that allow students to apply their developing knowledge in real-world settings within the luxury industry, fostering a reflective approach to professional practice.</li> <li>• <b>Observe Peer Learning:</b> Utilise the unique setting of the College, where students can observe and learn from peers in fashion and textile design, enhancing their understanding of the broader fashion industry.</li> </ul>

12	Course Learning Outcomes
Knowledge and Understanding	
1	Describe the fundamental aspects of the luxury market, including key concepts related to consumer behaviour, basic market trends, and cultural nuances.
2	Explain the basic principles and importance of sustainable business and ethical practices in the luxury sector, including sourcing, production, workforce, and corporate social responsibility.
3	Apply appropriate theories, conceptual models, and techniques to address business and management problems within the luxury market.
4	Design successful branding and marketing strategies targeted at luxury brands, including market segmentation, brand identity, and competitor analysis.
5	Conduct in-depth research to gain insights into a specific area of luxury brand management and evaluate how these insights can be applied to contemporary management challenges or strategic decision-making.
6	Evaluate global markets and customers by assessing the impact of international market structures and strategies on the luxury industry, and the effects of globalisation on luxury brand management.

<b>Skills</b>	
<b>7</b>	Demonstrate effective communication and collaboration skills by engaging with peers from diverse cultural backgrounds, showcasing active listening, negotiation, and influence techniques.
<b>8</b>	Demonstrate personal effectiveness by applying self-awareness, self-management, time management, and cultural sensitivity in varied professional contexts.
<b>9</b>	Generate innovative and creative solutions within the context of luxury brand management, leading to the development of unique brands, products, services, and consumer experiences.
<b>10</b>	Analyse current business challenges facing luxury brands and formulate informed recommendations based on critical evaluation of different approaches.
<b>11</b>	Exhibit leadership and management skills in the luxury industry by addressing complex issues and applying ethical decision-making principles to solve problems.
<b>12</b>	Apply advanced research skills to critically analyse and resolve contemporary management issues within your area of specialization, utilizing credible sources effectively.

<b>13 Level Learning Outcomes</b>	
<b><i>Upon completion of 60 credits at the PG Cert, students will be able to:</i></b>	
<b>1</b>	Describe the fundamental aspects of the luxury market, including key concepts related to consumer behaviour, basic market trends, and cultural nuances.
<b>2</b>	Explain the basic principles and importance of sustainable business and ethical practices in the luxury sector, including sourcing, production, workforce, and corporate social responsibility.
<b>3</b>	Demonstrate effective communication and collaboration skills by engaging with peers from diverse cultural backgrounds, showcasing active listening, negotiation, and influence techniques.
<b>4</b>	Demonstrate personal effectiveness by applying self-awareness, self-management, time management, and cultural sensitivity in varied professional contexts.
<b><i>Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:</i></b>	
<b>5</b>	Apply appropriate theories, conceptual models, and techniques to address business and management problems within the luxury market.
<b>6</b>	Design successful branding and marketing strategies targeted at luxury brands, including market segmentation, brand identity, and competitor analysis.
<b>7</b>	Generate innovative and creative solutions within the context of luxury brand management, leading to the development of unique brands, products, services, and consumer experiences.
<b>8</b>	Analyse current business challenges facing luxury brands and formulate informed recommendations based on critical evaluation of different approaches.
<b><i>Upon completion of 180 credits at Level 7 / MA, students will be able to:</i></b>	
<b>9</b>	Conduct in-depth research to gain insights into a specific area of luxury brand management and evaluate how these insights can be applied to contemporary management challenges or strategic decision-making.
<b>10</b>	Evaluate global markets and customers by assessing the impact of international market structures and strategies on the luxury industry, and the effects of globalisation on luxury brand management.
<b>11</b>	Exhibit leadership and management skills in the luxury industry by addressing complex issues and applying ethical decision-making principles to solve problems.
<b>12</b>	Apply advanced research skills to critically analyse and resolve contemporary management issues within your area of specialization, utilizing credible sources effectively.

<b>14</b>	<b>Course Learning, Teaching and Assessment Strategy</b>
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### Teaching Approaches and Learning Activities

The MA Luxury Brand Management course is designed to provide an immersive and hands-on learning experience tailored to the unique challenges of the luxury sector. Our teaching philosophy emphasizes active engagement, critical analysis, and the practical application of knowledge, preparing students to lead with confidence in the luxury industry.

Throughout the course, students engage in a diverse range of learning activities, including lectures, seminars, workshops, guest speakers, field trips, and real-world case studies. These activities are designed to develop their strategic and tactical management skills, allowing them to apply theoretical concepts to practical scenarios.

### Progressive Learning Phases

**PGCert Level:** Students are acquainted with foundational concepts and resources, engaging in workshops that develop research and analytical skills. Practical sessions in the semesters enhance their understanding of the product and its importance in creating a unique offering in fashion.

**PGDip Level:** Students apply their skills to real-world projects, collaborating across disciplines to produce professional outcomes. The curriculum also addresses sustainability, diversity, and the impact of new technologies in fashion.

**MA Level:** The culmination is a Final Major Project, a self-directed endeavour supported by faculty supervision, preparing students for the industry through advanced employability and self-branding workshops.

### Advanced Resources for Comprehensive Learning and Career Development

In addition to structured learning activities, students have access to BCU's extensive resources, including cutting-edge marketing tools, comprehensive market research databases, and luxury-specific industry reports. As students progress through the course levels—from PGCert to PGDip, and finally to MA; they will become adept at using these resources to make informed decisions about luxury brand positioning and management, both from producer and consumer perspectives. This access supports students in their self-directed learning and research, enhancing their ability to independently explore and apply course concepts.

We leverage the unique setting of our College, which encourages collaboration and interdisciplinary learning. Students have the opportunity to work alongside peers from jewellery, fashion, and textile courses, enriching their understanding of the luxury industry and fostering a broader perspective in their strategic and creative thinking.

Our collaboration with BCU's STEAMhouse incubator further supports career development by fostering entrepreneurial dynamics. This partnership provides students with the resources and guidance to transform innovative ideas into viable business ventures, equipping them with the skills and knowledge needed to succeed in the competitive luxury market.

### **Authentic Assessment Approach**

Assessments are designed to mirror professional tasks in the luxury industry, promoting skills such as teamwork, critical thinking, and strategic planning. Recognising the diversity and inclusivity of our student body, these flexible assessments allow students to tailor their projects to align with their specific career aspirations. This inclusive approach accommodates different learning styles and cultural perspectives, ensuring that all students can showcase their strengths and unique insights. Assessments may involve both individual and group work, with examples including oral presentations, professional reports, visually-enriched projects, and infographics.

### **Feedback Mechanisms for Continuous Improvement**

Feedback is varied and actionable, including written and verbal formats during and after assignments. This structured feedback supports continuous improvement and skill enhancement. Reflective sessions at the end of each module provide a platform for students to discuss their learning experiences and outcomes, ensuring a responsive and adaptive learning environment.

<b>15</b>	<b>Course Requirements</b>																																		
<b>15a</b>	<p><b>Level 7:</b></p> <p><b><i>To complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i></b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>ADM7013</td> <td>Responsible, Ethical and Sustainable Development</td> <td>20</td> </tr> <tr> <td>ADM7010</td> <td>Analysis and Planning for Management</td> <td>20</td> </tr> <tr> <td>FAS7055</td> <td>Advanced Research Skills</td> <td>20</td> </tr> <tr> <td>FAS7057</td> <td>Marketing and PR in the Luxury Sectors</td> <td>20</td> </tr> <tr> <td>FAS7058</td> <td>Luxury Brand Management</td> <td>20</td> </tr> <tr> <td>ADM7014</td> <td>Luxury Culture and Lifestyles</td> <td>20</td> </tr> <tr> <td>ADM7004</td> <td>Research and Professional Skills</td> <td>20</td> </tr> <tr> <td>FAS7063</td> <td>Major Project</td> <td>40</td> </tr> </tbody> </table> <p><b><i>To qualify for the award of MA Luxury Brand Management with Professional Placement, a student must successfully complete all the level 7 modules listed above as well as the following Level 6 module:</i></b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6003</td> <td>Professional Placement</td> <td>60</td> </tr> </tbody> </table>		Module Code	Module Name	Credit Value	ADM7013	Responsible, Ethical and Sustainable Development	20	ADM7010	Analysis and Planning for Management	20	FAS7055	Advanced Research Skills	20	FAS7057	Marketing and PR in the Luxury Sectors	20	FAS7058	Luxury Brand Management	20	ADM7014	Luxury Culture and Lifestyles	20	ADM7004	Research and Professional Skills	20	FAS7063	Major Project	40	Module Code	Module Name	Credit Value	PLA6003	Professional Placement	60
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**15b Structure Diagram**

15b		Structure Diagram	
<b>Induction/Welcome Week</b>			
<b>Semester 1</b>	ADM 7013 Responsible, Ethical and Sustainable Development (20 credits)		
	ADM 7010 Analysis and Planning for Management (20 credits)		
	FAS7055 Advanced Research Skills (20 credits)		
<b>PG Certificate (60 credits)</b>			
<b>Semester 2</b>	FAS7058 Luxury Brand Management (20 credits)		
	ADM 7014 Luxury Culture & Lifestyles (20 credits)		
	FAS7057 Marketing and PR in Luxury Industries (20 credits)		
<b>PG Diploma (120 credits)</b>			
<b>Semester 3</b>	ADM7004 Research and Professional Skills (20 credits)	FAS7063 Major Project (40 credits)	
	<b>MA (180 credits)</b>		
<b>Semester 4</b>	PLA6003: Professional Placement (60 credits)		
<b>MA with Professional Placement (240 credits)</b>			

**Level 7**

<b>SEMESTER ONE</b>	<b>SEMESTER TWO</b>	<b>SEMESTER THREE</b>
Core	Core	Core
FAS7055: Advanced Research Skills	FAS7058: Luxury Brand Management	ADM7004: Research and Professional Skills
ADM7013 Responsible, Ethical and Sustainable Development	ADM7014: Luxury Culture and Lifestyles	FAS7063: Major Project
(ADM7010) Analysis and Planning for Management	FAS7057: Marketing and PR in the Luxury Sectors	

<b>16</b>	<b>Overall Student Workload and Balance of Assessment</b>
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Level 7

**Workload**

**XX% time spent in timetabled teaching and learning activity**

<b>Activity</b>	<b>Number of Hours</b>
Scheduled Learning	168
Directed Learning	1242
Private Study	390
<b>Total Hours</b>	<b>1800</b>

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	100%
Exam	
In-Person	