

MA in Luxury Brand Management

Programme Specification

Awarding Institution:

University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Final Award: MA in Luxury Brand Management

Programme Name: MA Luxury Brand Management

Total credit value for programme: 180

Name of Interim Exit Award(s):

Postgraduate Certificate in Luxury Brand Management

Postgraduate Diploma in Luxury Brand Management

Duration of Programme: 12 Months Full-Time, 24 Months Part-Time

UCAS Code(s): Not applicable

HECoS Code(s): (100075) Marketing

QAA Benchmark Group: Not applicable

FHEQ Level of Award: Level 7

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: October 2022

Home Department: ICCE

Department(s) which will also be involved in teaching part of the programme:

IMS and Design

Programme overview

The MA Luxury Brand Management programme is a practice-based programme for students wishing to work in the luxury sector as managers and intrapreneurs. Intrapreneurs may be characterised as employees working within a corporation involved in management style that involves innovation and risk-taking combined with reward and motivational practices that are usually associated with entrepreneurs. They play a key role in the luxury field in taking forward and establishing brands created by entrepreneurs and are part of the modern 21st century world of management. The term 'luxury' refers not only luxury goods, but also to 'luxury experiences', a major growth area, especially in China and Japan (and also parts of Europe) where living spaces are often limited, leaving little room for the accumulation of goods.

‘Experiential luxury’ covers a broad area that includes tourism and hospitality (e.g. culinary holidays, luxury destination resorts, wine appreciation), a variety of entertainments often with bespoke interpretation (e.g. Italian opera, British and French theatre, Beijing Opera, Balinese dance dramas), as well as high end learning experiences (e.g. studying fine art and traditional art skills, acquiring dance and musical skills).

In particular, the programme examines interpretation, product positioning and the growth of luxury experts (e.g. sommeliers, celebrity chefs, art critics, connoisseurs) and the associated media (e.g. luxury rug and textile magazines, culinary publications, upscale holiday guides).

London’s location as a major retail centre for high end and luxury goods (e.g. high end retail) and experiential products (e.g. restaurants, boutique hotels, museums, art galleries) provides opportunities for company and museum visits, and links with partners have been developed to provide students with insights into the histories of these products. London is also a provider of luxury hospitality and gastronomy through its hotels and restaurants, which could be of interest to students. Also London’s film and publishing industries play important roles globally in product placement. The art, antique, auction houses, museums and fashion industries are also well established in the city, as are high end performing arts. ICCE has alumni in key positions in these areas and they contribute to current programmes and modules. London also has proximity to Paris, which is one of the great homes of luxury brands.

The University of London's facilities in Paris can be used on this programme to raise awareness of the Parisian approach through seminars and site visits, although this is not an obligatory activity.

Luxury also refers to non-Western products and experiences, often with court art origins, and the increasingly widespread use of traditional resources to create distinctive brands as exemplified by Brighton Museum’s current exhibition entitled ‘African Fashion Cities’. Japan has a well-established luxury sector, and is increasingly being followed by China where government policy supports the development of distinctively Chinese products and experiences as the country drives to boost domestic consumption.

This programme offers practice-based assignments designed to enhance the professional competences of graduates and offers voluntary intern opportunities (following the ICCE guidance model) in organisations (e.g. museums, theatres) and companies (e.g. retail, tourism) that have established links with ICCE. It also draws on the critical literature in Consumption Studies in Sociology and Material Culture in Anthropology, as well as the cross-cultural literature (e.g. European, American, and Japanese etc.) on the historical (e.g. Asian, European and African court societies) and contemporary role of the artisan and the economic value of luxury products and experiences.

Programme entry requirements

Applicants should have (or expect to be awarded) an undergraduate degree of at least upper second class standard in a relevant/related subject, such as marketing; design; fashion and cultural tourism. However, consideration may also be given to students without an academic background in a relevant subject area, as outlined above, if they have professional experience in this area or are able to demonstrate their ability and commitment to the pursuit of a programme of rigorous academic study. Non-native speakers of English will need to meet our English language requirements to study with us. For this programme we require: IELTS 6.5 (with a minimum of 6.5 in the written test and no individual test lower than 6.0).

If you need assistance with your English language, we offer a range of courses that can help prepare students for postgraduate level study.

Programme learning outcomes

This programme aims to:

- equip graduates of the programme with management, intrapreneurial, marketing and professional skills to work in the luxury goods and experiential luxury sectors.
- provide an in-depth understanding of the debates on luxury in an historical and cross cultural context, and offers a strong academic underpinning on theories of luxury and consumption
- provide graduates of the programme with the critical and analytical skills to evaluate the contemporary and future role of the luxury sectors and to become a reflective practitioner and commentator.
- develop an in-depth understanding of key theoretical approaches luxury brands and consumption and to apply them to critically examine current debates on luxury brands
- develop knowledge and/or skills that can be applied in a practical work context.

What you will be expected to achieve

You will develop a body of knowledge, and a set of cognitive skills enabling you to explain and critically analyse contemporary debates on luxury brand management. Students are required to develop skills that will enable them to contribute to this body of knowledge, but

which will also be of use in a broader range of professional contexts, particularly related to diversity, equality and social justice.

Knowledge and understanding

Students who exit the programme at the **Postgraduate Certificate** stage will be able to demonstrate a professional knowledge and skills base as outlined in the following learning outcomes.

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate an understanding of the creativity and origins, contemporary and future significance of luxury brands	Luxury Brand Management
A2	Demonstrate an understanding of the branding, retailing and marketing of luxury brands and how this translates to the marketplace	Luxury Brands: Retail, Digital and Marketing
A3	Demonstrate an understanding the role of the luxury brand manager in relation to IP legislation and the contexts in which legal advice should be sought	Intellectual Property, Trademarks and Brands

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Demonstrate a critical understanding of the major forms of legislation protecting luxury brands and the means by which this can be achieved through bands and trademarks etc.	Intellectual Property, Trademarks and Brands

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Have a professional knowledge of the work of the intrapreneur as a form of corporate style management that integrates risk-taking and innovation	Intellectual Property, Trademarks and Brands
C2	Make professional presentations to a group of people with an appropriate range of technology	Luxury Brands: Retail, Digital and Marketing

Code	Learning outcome	Taught by the following module(s)
C3	Understand corporate social responsibility and environmental issues relating to luxury brand management	Luxury Brand Management

Transferable skills (Elements)

Code	Learning outcome	Taught by the following module(s)
D1	Understand the different approaches required in the management of branded luxury good, the provision of luxury experiences and the co-creation of experience	Luxury Brand Management
D2	Synthesise the strategies involved not only in the design of material goods and intangible products, but the creative use of IT, retail and marketing to connect closely with customers	Luxury Brands: Retail, Digital and Marketing

In addition to the learning outcomes above, students who exit the programme at the **Postgraduate Diploma** stage will be able to demonstrate a fully developed professional knowledge and skills base as outlined in the following learning outcomes:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Understand different markets, market segments and customer value	All option modules;
A2	Understand the importance of strategic branding and building (measuring) brand equity	Marketing options; Museum options; Management options;

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Be able to analyse markets, risk and appropriate routes to market for a creative idea	Entrepreneurship options; Tourism options;
B2	Understand explicitly how theories can be adapted to both the analysis and	All option modules;

	development of individual research or innovation projects	
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Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Examine marketing trends including analytics, social media and word of mouth	Marketing options; Entrepreneurship options;
C2	Understand the requirements of effective product development to appropriate target markets and best management practice	All option modules;

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Understand and use key concepts, terms, methods and a range of strategies of business modelling	Entrepreneurship options; Management options;
D2	Be able to summarise and present arguments and to defend them in critical discussion	All option modules;

In addition to the learning outcomes above, students who successfully complete the **MA Degree** in Luxury Brand Management programme will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	AS ABOVE	AS ABOVE

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Utilise conceptual knowledge and critical reasoning skills in complex problem solving	Dissertation
B2	Deploy a range of intellectual skills and linguistic tools to produce academic work of an appropriate level	Dissertation

B3	Synthesise different perspectives on Luxury brand Management in order to capture differing schools of thought	Dissertation
B4	Demonstrate a knowledge of the dissertation level scholarly practices at Masters Level	Dissertation

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	AS ABOVE	AS ABOVE

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Demonstrate at Masters Level, a range of transferable skills such as initiative, personal responsibility, decision making and independent learning	Dissertation

Mode of study

The acquisition of knowledge and understanding and cognitive learning outcomes is through weekly lectures, seminars and workshops so that core knowledge gained through reading and lectures may be reinforced through seminar participation, discussion and debate. The compulsory module Luxury Brands: Retail, IT and Marketing consists of a one-hour lecture and a one-hour seminar each week. The aimS of the seminars are to provide a forum for discussion and emphasis is placed on student participation. Towards the end of the module a series of field trips are organised, the aim of which is to introduce students to the industry in London and Paris. Students are expected to read the key articles or chapters set for each week and be able to contribute fully to the discussions. The Luxury Brand Management module consists of a series of lectures and seminars each week.

The seminars are interactive sessions based around group discussion and practical exercises that develop your understanding of origins, contemporary and future significance of luxury brands. Both modules involve presentations based on weekly readings or a set topic, delivered to the whole group. The acquisition of the second set of subject specific and transferable skills learning outcomes is achieved by students' full participation in the structured learning activities and the completion of examined and non-examined work that involves considerable independent study. Students also receive feedback from tutors

throughout the programme in seminars and in response to their examined work. Tutorial support is available to advise students on their progress in skill acquisition in both theoretical and more practical work. In preparing for the dissertation, students receive intensive one-to-one tutoring over a prolonged period, which allows them to devise their own original contribution to the field. Most, if not all of the learning outcomes – from the capacity to produce an original map of the field, to retrieve and evaluate information, to work to deadline – are condensed and applied in the process of preparing and delivering the dissertation with the guidance of tutors.

Programme structure

Full-time students take the programme over one calendar year. Part-time students take the programme over two calendar years. Formal teaching takes place in the autumn term (eleven weeks) and spring term (eleven weeks). The summer term is designed mainly for revision, assessment, and for intensive dissertation preparation.

The programme consists of the following **compulsory modules**:

- Luxury Brands: Retail, Digital and Marketing (30 CATS)
- Intellectual Property, Trademarks and Brands (15 CATS)
- Luxury Brand Management (15 CATS)
- Dissertation (60 CATS)

Optional modules:

Students are required to take 60 credits worth of option modules, which can be taken from those on offer (depending on availability each year) from the departments of ICCE and IMS. Indicative options are as follows:

Management Options

- IM71007A Consumer Behaviour (15 CATS)
- IM71008A Psychology of Marketing and Advertising (15 CATS)
- IM71033A Marketing Strategy (15 CATS)
- IM71002A Project Management (30 CATS)

Tourism Options

- IC71109A Tourism in Asia (30 CATS)
- IC71100A Cultural and Creative Tourism (30 CATS)
- IC71101A Culture, Tourism and Regeneration (30 CATS)
- IC71140A - Cultural Relations and Diplomacy II: Explorations (30 credits)

Museum Options

- IC71108A Museums and Galleries as Creative Entrepreneurs (30 CATS)
- IC71107A Museums and Galleries as Creative Entrepreneurs – Communicating Culture (30 CATS)
- IC71094A Interpretation, Education and Communication in the Art Museum (30 CATS)

Entrepreneurship Options

- DS71099A Enterprising Leadership (30 CATS)
- IC71139A Entrepreneurial Modelling (30 CATS)

Computing Options

- (Code TBC) – Retail Data and Technology (15 credits)

Full-time mode

Module Title	Module Code	Credits	Level	Module Status	Term
Luxury Brands: Retail, Digital and Marketing	IC71142B	30	7	Compulsory	1
Luxury Brand Management	IC71141A	15	7	Compulsory	1
Intellectual Property, Trademarks and Brands	IC71143A	15	7	Compulsory	2
Dissertation	IC71144A	60	7	Compulsory	2 & 3
Optional modules to the value of 60 Credits	Various	60	7	Optional	1, 2 & 3

Research Skills Training		Study Only		Voluntary to attend	1, 2
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Part-time mode

Part-time students take the programme over two calendar years. In order to complete their first year, part-time students need to successfully complete all compulsory modules with a total of 60 credits. Students will take the remaining module credits in the second year, and complete their Dissertation at the end of that academic year.

Module Title	Module Code	Credits	Level	Module Status	Term	Year
Luxury Brands: Retail, Digital and Marketing	IC71142B	30	7	Compulsory	1	1
Luxury Brand Management	IC71141A	15	7	Compulsory	1	1
Intellectual Property, Trademarks and Brands	IC71143A	15	7	Compulsory	2	1
Dissertation	IC71144A	60	7	Compulsory	2 & 3	2
Optional modules to the value of 60 Credits	Various	60	7	Optional	1, 2 & 3	1 or/and 2
Research Skills Training				Voluntary to attend	1,2	1 or/and 2

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least three a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an

opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the [Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths website](#) and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The [Disability](#) and [Wellbeing](#) Services maintain caseloads of students and provide on-going support.

The [Careers Service](#) provides central support for skills enhancement, running [The Gold Award](#) scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report ([HEAR](#)).

The [Centre for Academic Language and Literacies](#) works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year

Placement opportunities

The programme doesn't require students to conduct a compulsory work placement in order to complete their degree. However, the programme has the potential to help our students build up their professional network and expand their future career opportunities through our extensive links with employers and international industrial practitioners. Please refer to the section below.

Employability and potential career opportunities

Designed to run alongside the compulsory module Luxury Brands: Retail, Digital and Marketing will be a series of industry talks involving practitioners who work in the in the luxury brand sector, which includes the private and public sector (e.g. museums). The talks mostly given by practitioners from luxury brand backgrounds – will provide real-life illustrations of the issues tackled on the degree, as well give students practical advice about working in these industries. Drawing from the extensive list of contacts of staff in the department as a whole (which has excellent links to industry). Using ICCE's external network arrangements can be made for voluntary placements.

The compulsory modules will work with real-life case studies from a wide variety of cultural and national backgrounds to demonstrate how different kinds of brands have been created and then developed by intrapreneurs. Intrapreneurs may be characterised as employees working within a corporation involved in management style that involves innovation and risk-taking combined with reward and motivational practices that are usually associated with entrepreneurs. They play a key role in the luxury field in taking forward and establishing brands created by entrepreneurs and are part of the modern 21st century world of management. As such while this is a robust and rigorous academic degree there is a strong vocational emphasis too.

More broadly, students on this degree will develop their skills in critical thinking, teamwork, presentation and implementation. These are transferable skills that are desirable across the public, private and third sectors.

Programme-specific requirements

Not Applicable.

Tuition fee costs

Information on tuition fee costs is available at: <https://www.gold.ac.uk/students/fee-support/>

Specific programme costs

Not Applicable.