

## OIBUSY26 – Luxury Marketing

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**Professor:** Germain BOUCHARA  
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**Department:** International affairs  
**Semester:** 2

**Course level:** L3 Undergraduate  
**Domain:** Business  
**Teaching language:** English  
**Number of in-class hours:** 33  
**Number of course sessions:** 10 + Exam  
**ECTS:** 6

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### Course description and objectives

Over the last thirty-five years, there has been dramatic growth within the luxury sector. Countries of high economic growth have seen corresponding booms in domestic luxury sales. This has been fed by the emergence of a new group of very rich people (high net worth individuals (HNWI) from the worlds of business, sport, art, entertainment, culture, internet ...), as well as a group of upper middle-class consumers seeking to emulate them. Today luxury no longer seems to be an exception, or a privilege, but a right for all.

Asia in general, and China in particular, are now recognized as the biggest potential markets for luxury goods. Even when luxury sales drop in China, the fast recovery clearly demonstrates that Asian consumers love luxury items. Luxury brands are now targeting the BRICS countries (Brazil, Russia, India, China, and South Africa) and leveraging travel retail to increase their growth rates. This is a clear indicator of bright prospects for the luxury business. Luxury has aroused the interest of many corporations who see “premiumization” as a profitable strategy and of governments who recognize the exportability of the luxury sector and its role in developing soft power. However, luxury brand management is not at all the same as conventional brand management.

### Prerequisites

No specific pre-requisite.

### Learning outcomes

This class in luxury marketing aims to provide students with the main data's, concepts, skills, know-how and benchmarks they need to have to get a first idea of what is luxury marketing. It is a program that will enable participants to first dive into the culture of luxury to grasp the essence of its so specific management. The goal of this nevertheless business-oriented class is to enable participants to think the right and relevant way concerning the marketing of luxury brands worldwide in a rapidly changing luxury environment.

### Assignments and grading

50% Final Exam + 50% Several (at least 5) Study Cases presentation in class

Final exam will evaluate this module, administrated on the last session of the course

The exam will consist of a series of 10 open questions.

This exam is a closed book one. If you have been an attentive, taken notes and active participant throughout the course, it does not require any special preparation.

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

**Class participation:** Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

**Exam policy:** In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

## Course structure

Session	Topic
1	<ul style="list-style-type: none"> <li>• Introduction and icebreaker</li> <li>• Presentation of assessments</li> <li>• Some key facts about luxury</li> <li>• Group workshop on SWAROVSKI Case</li> </ul>
2	<ul style="list-style-type: none"> <li>• Characteristics of luxury today</li> <li>• Main players in Luxury Industry</li> <li>• Case Study : introduce a startup brand with a luxury strategy</li> </ul>
3	<ul style="list-style-type: none"> <li>• QUICK QUIZZ</li> <li>• Short History of Luxury</li> <li>• Case Study : Nespresso Case</li> </ul>
4	<ul style="list-style-type: none"> <li>• Premium vs Luxury</li> <li>• Case Study : Premium brand?</li> </ul>
5	<ul style="list-style-type: none"> <li>• Premium vs Luxury (end)</li> <li>• Case study : Car industry step in or out of luxury</li> </ul>
6	<ul style="list-style-type: none"> <li>• Luxury? A very specific marketing (24 antilaws)</li> </ul>
7	<ul style="list-style-type: none"> <li>• Case Study : Digital watches in Luxury (Heritage and Innovation)</li> </ul>
8	<ul style="list-style-type: none"> <li>• QUICK QUIZZ</li> <li>• Luxury Today</li> </ul>
9	<ul style="list-style-type: none"> <li>• The customer in Luxury</li> <li>• Distribution and Communication in Luxury Segment</li> </ul>
10	<ul style="list-style-type: none"> <li>• The Brand Equity</li> <li>• Case Study : Identity Prism &amp; the Right Formula</li> </ul>
11	<b>Final Exam</b>

## Bibliography

- The Luxury Strategy/JNKapferer ed.KOGAN PAGE
- How luxury brands can grow yet remain rare/JNKapferer ed.PAPERBACK
- Luxe, nouveaux challenges, nouveaux challengers/JNKapferer ed. EYROLLES
- The Luxury Alchemist/Ketty Pucci-Sisti Maisonrouge ed.ASSOULINE
- Luxury Strategy in action/J.Hoffmann & Ivan Coste Maniere ed.PALGRAVE MACMILLAN
- Marketing du Luxe/Jean-Louis Martinez ed.DUNOD
- Luxe...Stratégies Marketing/Danielle Allèrès ed. ECONOMICA

## Lecturer's biography

Germain Bouchara is the owner of Lunettes alf, a firm he founded with his brother in 2018, with the purpose of introducing a sustainable accessories brand into the fashion industry. Customer centricity, value proposition & branding management are key success factors to succeed in entrepreneurship. Lunettes alf is distributed in more than 150 opticians and other fashion stores in Europe.

Prior to this entrepreneurship journey, Germain Bouchara worked during 20 years in Sales & Marketing positions within international company such as 3M, L'Oréal and SWAROVSKI in France, the USA, Greece, Morocco, and Belgium. He is deeply passionate by sales & marketing management in the way of delivering the right value to the market, following needs and desire of targeted customers.

Germain Bouchara is graduated from ESSEC Group, Panthéon-Sorbonne University and HEC (Executive MBA major Luxury) with a specialization in Sales & Marketing in the fashion & luxury industry.

## Moodle

This course is on Moodle: **No**

## Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.