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MKTG-GB.2127.S.30.S13

“Luxury Branding: Brand Thinking and Experience”

Course Objectives

Building on concepts and business principles discussed in the core course for the Luxury Marketing specialization at Stern, this course is designed to provide students with an understanding of branding, design thinking and how these are combined to define luxury business strategies. It also completes the discussion on luxury products and brands by demonstrating that branding within the luxury segment of the market is an integral part of business strategy.

By the end of this course students will have developed:

- a. An understanding of design thinking and strategy and their fundamental role in reinforcing the emotional impact of luxury brands on consumers
- b. A deeper understanding of the luxury segment of hotel, fashion, and financial industries without excluding other product/service groups
- c. Analytical skills by hands-on experience and business case analysis, discussion, and presentation
- d. The critical skills to distinguish/discover faults in business strategies that are not compatible with or contradict the essence of a particular luxury brand