

GCIN2017

Luxury markets in East Asia

6 credits - total learning hours: 150

Session A: June 25 – July 13, 2018

14:00 to 17:00, Mon-Fri

Course Description

The course examines and compares the development of the luxury markets in different regions in East Asia including Hong Kong, Taiwan, China, Japan and Korea. Through in-depth case studies, the course enables students to analyze various branding and marketing, business management, pricing and product assortment strategies of luxury brands operating in East Asia. This course aims at enabling students to identify the cultural specificity of the production, circulation and consumption of luxury goods in East Asia and to reflect on the cultural concepts of pleasure and beauty embedded in the specific industrial and social contexts.

Aims and Objectives

- 1) To enable students to understand the features of the luxury markets in East Asia through cross-cultural comparisons
- 2) To enable students to analyze the market strategies of luxury brands and their impact on consumer behaviour

List of Topics to be covered in meetings

- 1) Development of Luxury markets in East Asia
- 2) Value chain of luxury goods
- 3) Luxury markets in Hong Kong
- 4) Luxury markets in China
- 5) Luxury markets in Taiwan
- 6) Luxury markets in Japan
- 7) Luxury markets in Korea
- 8) Cross-cultural migration of luxury goods
- 9) Luxury consumption and cultural transformation
- 10) Luxury, pleasure and beauty in Western and Asian contexts

Teaching resources

Som, A., & Blanckaert, Christian. (2015). *The Road To Luxury: The Evolution, Markets and Strategies of Luxury Brand Management*. Somerset: Wiley.

Chevalier, M., Lu, Pierre Xiao, & Toledano, Sidney. (2011). *Luxury China: Market Opportunities and Potential*. Hoboken: Wiley.

(Please note the topics and teaching resources may vary and are provided here as a guide.)

Assessment

100% coursework

Learning outcomes:

On successful completion of the course, students should be able to:

- 1) Demonstrate the ability to critically examine the relationship between cultural development and the production, circulation and consumption process of luxury goods;
- 2) Demonstrate the ability to compare the cultural concepts of luxury, pleasure and beauty between the Western and Asian contexts