



Jindal Global Business School  
*Course Outline*

Course Title	Luxury marketing
Core or Elective	Elective
Program and Batch	MBA-2, IBM 4,
Semester & Academic Year	Spring 2026
Credits	1.5
Discipline/Area	Marketing
Name of the Faculty Member/Course Instructor	Diksha Agarwal
Contact Details of the Faculty Member	<a href="mailto:diksha.agarwal@jgu.edu.in">diksha.agarwal@jgu.edu.in</a>
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Faculty Member's Open Office Day/s & Time	TBA

### Introduction to the Course

#### Course Learning Objectives

At the end of the course, students should be able to

1. CLO1- Learning the nuances of the luxury business
2. CLO2- Appreciating the unique consumption behaviour of luxury product
3. CLO3- Understanding the changing luxury scape with technological integration
4. CLO4- Managing profitable luxury business
5. CLO5- Current trends in Luxury

## Programme Competency Goals

MBA Programme Competency Goals (PCGs)		MBA Programme Learning Objectives (PLOs)
		Students will be able to
1	<b>Technological Agility:</b> Ability to adopt relevant technologies for better business decision making.	1. Understand relevant business technologies 2. Understand future technologies in business domain
2	<b>Responsible Global Citizenship:</b> Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	3. Understand the interplay between local and global business issues 4. Demonstrate sensitivity towards ethical issues 5. Demonstrate sensitivity towards social issues 6. Address societal issues
3	<b>Effective communication:</b> Ability to effectively exchange ideas and information	7. Present their ideas with clarity 8. Prepare an organized and logical business document 9. Use technology for effective communication
4	<b>Critical Thinking:</b> Ability to identify, analyze business problems and propose effective solutions	10. Identify main issues of business problems 11. Examine information from different sources 12. Draw inferences from analysis 13. Evaluate alternatives 14. Summarize and conclude
5	<b>Leadership:</b> Ability to take initiative, inspire and collaborate with others	15. Take initiative 16. Contribute effectively in groups

## PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
PLO 7, PLO 11, PLO 12, PLO 14, PLO 15	PCG3, PCG4, PCG5	A1, A2, A4
PLO 1, PLO 2, PLO 3, PLO 10, PLO 16	PCG1, PCG2, PCG4, PCG5	A2, A4
PLO 13, PLO14	PCG4	A3
PLO 1, PLO 2, PLO 3, PLO 7, PLO 10, PLO 12, PLO 14	PCG1, PCG2, PCG3, PCG4	A5

## Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage (Percentage)	Nature (Individual/Group)	Week of Assessment	PLOs to be Assessed
A1: Class Participation	10%	Individual	Continuous	PLO 7, PLO 11, PLO 12, PLO 14, PLO 15
A2: Case Discussion	20%	Group	Continuous	PLO 1, PLO 2, PLO 3, PLO 7, PLO 10, PLO 11, PLO 12, PLO 14, PLO 15, PLO 16
A3: Quiz	10%	Individual	Session 4	PLO 13, PLO14
A4: Final project Presentation	30%	Group	Session 13	PLO 1, PLO 2, PLO 3, PLO 7, PLO 10, PLO 11, PLO 12, PLO 14, PLO 15, PLO 16
A5 End term Examination	30%	Individual	In the JGU Examination period/week	PLO 1, PLO 2, PLO 3, PLO 7, PLO 10, PLO 12, PLO 14

## Description of Assessments:

**A1- Class Participation:** It covers the ongoing class discussion and activities. This assessment will continue throughout the course. General conduct in classroom and the amount of contribution in class proceedings (both during lecture and group activities) – to be measured by instructor.

**A2- Case Discussion:** It covers an in-depth examination of a case study. Students will be allocated into groups and will present case studies assigned to them. The main purpose of this assignment is to develop an understanding of concepts, the ability to apply theory and logic, undertake research and analysis, and communicate effectively.

**A3- Quiz:** A quiz will be taken with scenario-based questions on the content taught in class to evaluate the learning of student's learning.

**A4- Presentation/Final Group Project:** The second last session (session 14) will be dedicated to student presentations. Presentations will be 8- 10 minutes long (including discussion). The project topics will be shared during the course period.

**A5 End term examination-** The end term examination will be of 30 marks for 1.5 hours. This will be an invigilated exam held on the JGU campus according to the mode decided by CoE.

### Rubrics for Assessments

#### Presentation/Final Group Project

Criteria	Excellent	Satisfactory	Can be Improved
	80%-100%	50%-79%	0%-49%
Application	Proper understanding of what can and can not be applied in the context along with a proper logic for the same	Some basic understanding of the applicability but not through a detailed and logical discussion	Illogical or factually wrong discussion related to the applicability of theory in the context
	Detailed discussion of the application of theory (guiding questions) to the context of the good or service chosen by the group	Some basic but inadequate discussion about the application of theory (guiding questions) to the context of the good or service chosen by the group	Glaring lack of linkage between theory and its application in the context of the good or service chosen by the group
Presentation Quality	Appropriate font size and background of the slides	Small font size or jarring backgrounds	Small or inconsistent font size or fonts and backgrounds which make reading difficult
	Logical linkage between the written and the spoken word	Some basic linkage between the content of the slide and what is being spoken	Very little or no logical link between what is on the slide and what is being spoken
	Adherence to time (Upto 10 Minutes of presenting)	Upto 12 minutes of presenting	More than 12 minutes of presenting

Theoretical Understanding (Judged through Q&A)	A proper understanding of the concepts and ability to field questions confidently	A basic understanding of the concepts and inability to provide to-the-point answers to questions	Very nascent understanding of the concepts and tendency to skirt questions
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### Teaching Method

The course will have a judicious mix of lectures, storytelling, experiential exercises, and cases. Here the onus of learning will be with the student, and the instructor will be a facilitator. Instead of learning ‘what to do’, the cases will also be used as examples of real-world phenomena where issues arise, and good and bad practices are seen. The key to learning this way is to see many examples and situations and learn inductive as well as deductive ways from students’ and managers’ different experiences.

### Textbook / Other Readings

#### Textbook:

1. Kapferer, J. N., & Bastien, V. (2012). *The luxury strategy: Break the rules of marketing to build luxury brands*. Kogan page publishers.
2. Scholz, L. (2014). Brand Management and Marketing of Luxury Goods. Anchor.
3. Kapferer, J. N. (2015). Kapferer on luxury: How luxury brands can grow yet remain rare. Kogan Page Publishers.
4. Danziger, P. N. (2011). Putting the Luxe Back in Luxury. How New Consumer Values are Redefining the Way We Market Luxury. Paramount Market Pub,

### Session Plan

Session Details	Topics	PLOs Covered
<b>Session 1</b>	<b>Introduction to Luxury Marketing</b>	PLO3, PLO 5, PLO 6, PLO 10
Objective of the session	Course overview, assessments and other details Understand the concept of luxury and changing definition of luxury	
Subtopics to be covered	What is luxury Differentiate between Premium, Mass and Luxury The democratization of luxury Positioning of luxury in our present-day society	
Readings	Chapter 1: In the beginning there was luxury Chapter 1 : An Approach to the Concept of Luxury (Scholz, L.,2014)	
Case Title & Number	Gucci: Staying Relevant in Luxury Over a Century	
Pedagogy	Lecture	

<b>Session 2-3</b>	<b>Anti-laws for marketing</b>	PLO 3, PLO 5, PLO 6, PLO 10
Objective of the session	To understand how luxury marketing is different from the traditional marketing practices	
Subtopics to be covered	18 marketing laws that are not applicable in marketing	
Readings	Chapter 3: Anti-laws of marketing	
Case Title & Number	NA	
Pedagogy	Lecture and Class Discussion	
<b>Session 4</b>	<b>Qualifying a product as Luxury</b>	PLO 3, PLO 5, PLO 6, PLO 10
Objective of the session	Develop better understanding of the luxury product	
Subtopics to be covered	No product without services Product and dream Important characteristics of Luxury product Product Range in Luxury	
Readings	Chapter 8: Qualifying a product as luxury	
Case Title & Number	Burberry	
Pedagogy	Lecture and Class assignment	
<b>Session 5&amp;6</b>	<b>Luxury and Internet: Challenges and Insights of modern luxury business</b>	PLO 1, PLO 2, PLO 3, PLO 5, PLO 6, PLO 10, PLO 11, PLO 12, PLO 13, PLO 14
Objective of the session	Understand luxury brand's acceptance of internet-based retailing	
Subtopics to be covered	Role of internet Modes of internet-based retailing Types of internet-based shoppers Communicating luxury perception over website Online luxury experience	
Readings	Case Study and Research Paper	
Case Title & Number	Kering: Luxury in the Digital world	
Pedagogy	Lecture and Class assignment	
<b>Session 7&amp;8</b>	<b>Social Media and Luxury</b>	PLO 1, PLO 2, PLO 3, PLO 4, PLO 5, PLO 6, PLO 10
Objective of the session	Developing and in-depth understanding of the luxury as a concept	
Subtopics to be covered	Storytelling Influence Marketing User Generated Content Brand Advocacy	
Readings		
Case Title & Number	How a Luxury Electric Vehicle Manufacturer Leverage Social Listening	
Pedagogy	Lecture and Case Discussion	

<b>Session 9&amp;10</b>	<b>Platform Integration in Luxury</b>
Objective of the session	Learn about integrating multiple platforms for a seamless luxury brand experience.
Subtopics to be covered	Cross-platform consistency, multi-channel strategies, Managing luxury brand image across platforms Role of Brand Image Congruence Omnichannel Strategies
Readings	Case Study and Research paper
Case Title & Number	Tiffany & Co: Omni-Channel Strategy for the Asian Luxury Consumer
Pedagogy	Lecture and Class assignment
<b>Session 11</b>	Guest lecture
Objective of the session	Understanding the nuances of Luxury Marketing from the Practitioner's lens
Subtopics to be covered	Luxury of Luxury Marketing in India, Challenges and Opportunities
Readings	As per the guest's agenda/suggestion
Case Title & Number	NA
Pedagogy	GL and Class discussion
<b>Session 12</b>	<b>Digital and Immersive Technologies in Luxury</b>
Objective of the session	Understand how technology is transforming the luxury experience.
Subtopics to be covered	Virtual and augmented reality (AR/VR), NFTs, the role of AI, virtual fashion shows, Metaverse strategies
Readings	Case Study
Case Title & Number	Gucci in Metaverse
Pedagogy	Lecture and Class assignment
<b>Session 13</b>	Group Presentations
Objective of the session	Presentation of Endterm projects- Assess students' learning and understanding of concepts through their projects.
Subtopics to be covered	
Readings	
Case Title & Number	

Pedagogy		
<b>Session 14</b>	Reading & Revision Week/ Examination Week*	
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	NA	
<b>Session 15</b>	Reading & Revision Week/ Examination Week*	
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	NA	

\*Elective Endterm Examinations may take place in the last week of classes.

### **Disability Support**

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall wellbeing. These include physical and mobility-related difficulties, visual impairment, hearing impairment, mental health conditions, and intellectual/learning difficulties, e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last-minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to [disabilitysupportcommittee@jgu.edu.in](mailto:disabilitysupportcommittee@jgu.edu.in)

**Disclaimer:** This course outline including assessments, sessions and/or readings may be revised during the semester if such need arises.