

Module Specification

Module Summary Information

1	Module Title	International Strategic Planning for Luxury Brands
2	Module Credits	20
3	Module Level	7
4	Module Code	FAS7036

5	Module Overview
<p>This module has been designed to prepare you for a professional role in Luxury Brand Management by providing you with the tools, skills and knowledge needed to make strategic marketing decisions.</p> <p>You are invited to take the role of self-determined learner with the freedom to choose the luxury brand and market you want to focus on, developing your professional USP and aligning to your personal career aspirations.</p> <p>This is the opportunity to put into practice the theory from your previous modules, and experience a real life, industry challenge. Local market conditions. Assuming the role of Brand Manager, this module challenges you research a new market for an existing brand of your choice, then develop a sales & Distribution plan, and Marketing promotional plan for the first year of the brands entry into their new market.</p> <p>An international field trip will assist in experiencing and navigating the nuances of a global industry.</p>	

6	Indicative Content
<ul style="list-style-type: none"> Lectures/ workshops/ seminars to introduce you to new concepts and provide opportunity to apply key theories. Tutorials to discuss and review your work. International field trip for first hand observational research. 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
	1 Evaluate credible and relevant market data.
	2 Apply key strategic theories to an international sales and marketing plan.
	3 Propose an informed and evidenced plan to address the challenge of taking a brand into a new international market.
	4 Employ visual and textual means to communicate your plan in a professional and brand relevant manner.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-4	X		

9	Breakdown Learning and Teaching Activities	
Learning Activities	Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	40	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	120	
Private Study (PS) includes preparation for exams	40	
Total Study Hours:	200	