

**Number of ECTS credits** : 3**Course language** : English**Course leader** : BURLAT CLAIRE**Speakers** : ALOUCHE Susan

## ≡ COURSE DESCRIPTION

In this short course you will learn the history of how France became the first country to develop and regulate a luxury brand industry. You will study French luxury brands as case studies and will learn the importance of storytelling in luxury communication strategies. You will need to understand the importance of communicating the heritage, values and personality of luxury brands to their chosen consumers and how the positioning of luxury brands has changed over time due to the democratization and digitalization of luxury - the way luxury is now perceived, particularly by younger generations. The course will also include creative exercises and creative writing.

## ≡ COURSE OBJECTIVES

Create and write your own brand story targeting a particular audience.

Understand the importance of heritage, brand values and personality.

Use and understand theoretical methodologies such as the Brand Prism, Joseph Campbell's The Heroes Journey.

Learn the importance of Brand Storytelling as part of social media and digital content communications.

Understand the Customer Journey step-by-step through the on-line and off-line communication process.

Develop a Communications Plan to bring together your ideas as a cohesive strategy.

## ≡ LEARNING OBJECTIVES

<b>C4B learning goal</b>	LG5 - Cooperation
<b>C4B learning objective</b>	LO13 - Communicate and interact
<b>Outcomes</b>	Lev. 0 - NC

<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	LO1 - Make use of critical analysis/critical thinking skills
<b>Outcomes</b>	Lev. 2 - Formulate a personal and well-informed opinion

<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	LO2 - Analyse complex situations
<b>Outcomes</b>	Lev. 2 - Formulate hypotheses to understand a complex situation, in a structured way, by mobilizing disciplinary frameworks if necessary

## ≡ TACKLED CONCEPTS

Learn how to create and write your own brand story targeting a particular audience.

Understand the importance of heritage, brand values and personality by developing a Brand Prism by Jean Noël Kapferer.

Use and understand theoretical methodologies such as Keller's Brand Equity Pyramid, Joseph Campbell's The Heroes Journey,

Learn the importance of Brand Storytelling as part of social media and digital content communications.

Understand the Customer Journey step-by-step through the on-line and off-line communication process.

Develop personas and brand maps for your desired consumer audience.

Develop a Communications Plan to bring together your ideas as a cohesive strategy including influencer marketing.

## ≡ LEARNING METHODS

Brand analysis, target audience analysis, mood boards, Story writing and storytelling, storyboarding, group work, video analysis and putting into use theoretical tools.

The course puts a strong emphasis on practical applications in real world business and professional situations in France. This practical dimension will be enhanced through exercises and cases.

## ≡ EXPECTED WORK AND EVALUATION

FINAL GROUP PRESENTATION (presented on the last session in the course).  
100 PER CENT.

Based on course materials and exercises undertaken in each session, you will make a group presentation outlining your global communications strategy for your chosen luxury brand based on your Brand Story.

More details will be given in class.

## ≡ BIBLIOGRAPHY

A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms Kindle Edition by Andrea Phillips

Storybranding by by Jim Signorelli  
<https://www.amazon.com/StoryBranding-Creating-Stand-Out-Brands-Through/dp/1608321452>

Resonate: Present Visual Stories that Transform Audiences 1st Edition by Nancy Duarte  
<https://www.amazon.com/Resonate-Present-Stories-Transform>

The Hero with a Thousand Faces (The Collected Works of Joseph Campbell) Third Edition by Joseph Campbell [https://www.amazon.com/Thousand-Faces-Collected-Joseph-Campbell/dp/1577315936/ref=sr\\_1\\_1\\_s=books&ie=UTF8&qid=1473935976&sr=1-1&keywords=joseph+campbell+heroes+journey](https://www.amazon.com/Thousand-Faces-Collected-Joseph-Campbell/dp/1577315936/ref=sr_1_1_s=books&ie=UTF8&qid=1473935976&sr=1-1&keywords=joseph+campbell+heroes+journey)

Bird by Bird: Some Instructions on Writing and Life 1st Edition by Anne Lamott  
[https://www.amazon.com/gp/product/0385480016/ref=as\\_li\\_tlie=UTF8&camp=1789&creative=390957&creativeASIN=0385480016&linkCode=as2&tag=storhist09-20&linkId=L74AFZYDEFESC3L4](https://www.amazon.com/gp/product/0385480016/ref=as_li_tlie=UTF8&camp=1789&creative=390957&creativeASIN=0385480016&linkCode=as2&tag=storhist09-20&linkId=L74AFZYDEFESC3L4)

The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands Kindle Edition by Jean-Noel Kapferer [https://www.amazon.co.uk/Luxury-Strategy-Break-Marketing-Brands-ebook/dp/B008YUEDFG/ref=sr\\_1\\_2?s=books&ie=UTF8&qid=1473936278&sr=1-2&keywords=noel+kapferer](https://www.amazon.co.uk/Luxury-Strategy-Break-Marketing-Brands-ebook/dp/B008YUEDFG/ref=sr_1_2?s=books&ie=UTF8&qid=1473936278&sr=1-2&keywords=noel+kapferer)

Luxury Fashion Branding: Trends, Tactics, Techniques Hardcover by U. Okonkwo  
[https://www.amazon.co.uk/Luxury-Fashion-Branding-Tactics-Techniques/dp/0230521673/ref=sr\\_1\\_2?](https://www.amazon.co.uk/Luxury-Fashion-Branding-Tactics-Techniques/dp/0230521673/ref=sr_1_2?)

## ≡ EVALUATION METHODS

**40 %** : Course work

**100 %** : Exam

## ≡ SESSIONS

1

### **Introductory Presentation AND The Democratization and digitalization of luxury**

LECTURE : 04h00

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Introductions.

Presentation: Introduction to branding, the history of the development of the luxury industry in France.

Students get into groups after the break to research a brand and start working on their 5 slides.

2

### **5X5 Presentations by student groups.**

LECTURE : 02h00

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3

### **Storytelling and Storytelling in Action**

LECTURE : 04h00

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Presentation: why storytelling is important and the things to consider.

Video case studies - Joseph Campbell and handout.

Creative Exercise 6-word story.

4

### **6-word story session**

LECTURE : 02h00

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Students present their 6-word story and images in groups.

Students start to write their full brand story. (Part of continuing Assessment).

5

### **Storytime and Storyboarding AND Social Media Strategy and Storytelling Communications.**

LECTURE : 04h00

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A storytelling session of the final group stories. Students work in group to develop their full storyboard and imagine how it can come to life on different channels.

Social Media Communications – developing a look, style and language. Bringing together your overall

Storytelling Communications Strategy. Group work with input from Professor.

6

### **10 Personas and Brand Maps AND Communications Planning**

LECTURE : 04h00

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Presentation: Developing a persona and a daily Brand Map..

Presentation: Communications Planning on-line and off-line.  
Develop your own communications plan.

7

### **FINAL PRESENTATIONS**

LECTURE : 04h00

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Final presentations - oral and visual.

Final Assessment (100%)