

MKTG 897401
Advanced Study: Luxury Branding and Retailing in Italy and Beyond
Spring 2013 | Milan

Time: Wed-Fri March 6-8, 2013
Instructors: Barbara Kahn (kahn@wharton.upenn.edu)
David R. Bell (davidb@wharton.upenn.edu)
TA: TBD.
Prerequisites: MKTG 611 and either MKTG 612 or MKTG613 or MKTG 622;
or consent of instructor.

DESCRIPTION

New retail brands and opportunities for growth are emerging at an unprecedented rate, for online retailers and offline retailers alike. In this course we will: (1) articulate key principles for successful branding and for understanding consumer shopping behavior in retail environments, (2) demonstrate unique challenges and opportunities that luxury brands face, and (3) discuss concepts and empirical methods for analyzing consumer shopping behavior.

OBJECTIVES AND METHODS

The course has two objectives: (1) to help course members understand luxury branding and understand consumer behavior in retail environments, and (2) to encourage course members to pursue careers in the retail sector as analysts, entrepreneurs, and managers. The course will utilize lectures, guest seminars from European faculty, panel discussions, and site visits.

ASSESSMENT

Class participants need to complete pre-work prior to the trip Milan and must complete a group project after returning to Philadelphia. Details on the pre-work and final project will be provided after participants register for the course.

- Participation in Milan Sessions: 30%
- Pre-work: 30%
- Final Project: 40%

COURSE SCHEDULE AND DESCRIPTION

Session	Time	Date	Topic	Notes
1	AM	Wed Mar-06	Introduction and Welcome Luxury Branding Principles	Barbara & David Barbara
2			Branding Case 1	Barbara
WORKING LUNCH (Presentations from Pre-Work)				
3	PM		Site Visit 1: Ralph Lauren	Barbara & David
4			Site Visit 1: Ralph Lauren	
5	AM	Thu Mar-07	Consumer Shopping Behavior	David
6			Internet Retail Case	David
LUNCH				
7	PM		Site Visit 2: YOOX	Barbara & David
8			Site Visit 2: YOOX	
9	AM	Fri Mar-08	The Italian Advantage	Stefani
10			Brand Strategy	Barbara
LUNCH (Alumni Discussion)				
11	PM		Retail Metrics for Online and Offline Stores	David
12			Site Visit 3: Versace	Barbara & David
DINNER AND CLOSE				

- **Day One** focuses on the principles of luxury branding and how to develop a brand hierarchy and portfolio. It also covers luxury brand management and emergent trends. Course participants give brief (5-10 minute) presentations on their assigned pre-work over lunch. The day ends with a site visit to Ralph Lauren.
- **Day Two** introduces principles of consumer shopping behavior and decision-making in retail settings as well as consumer assessment of the costs and benefits of shopping in online and offline stores. The day concludes with a visit to YOOX.
- **Day Three** begins with a guest lecture on what makes Italy unique in luxury and retail, followed by lectures on brand strategy and introduction to retail metrics. The course culminates with a site visit to Versace followed by a closing dinner and remarks on the final assignment (to be completed in Philadelphia).

We look forward to seeing you in Milan!

Barbara and David