

A - New Course Proposal 2021/2022 : Entry # 1907

Does this proposal connect solely to programs in your school (Intra-Collegiate), or does it have connections to broader university programs and requirements (Inter-Collegiate)? Note that all proposals connected to University Academic Programs or within the General Education should be considered Inter-Collegiate proposals.

Inter-collegiate

[DEAN] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

22/01/27

Further comments

Luxury brand management is a high demand topic from our students who want to work in this area. The travel component adds to experiential learning.

[ACAD PROG] This committee approves/denies advancement of this proposal

Approve

Please type the name of your committee

Study Abroad Committee

Today's Date (REQUIRED)

03/15/2022

[SCHOOL COMMITTEE] This committee approves/denies advancement of this proposal

Approve

Today's Date (REQUIRED)

03/01/2022

[APIRC] This committee approves/denies advancement of this proposal

Approve

Today's Date (REQUIRED)

09/16/2022

Begin Form

Today's Date

01/25/2022

Your Name:

Robert Hirth

Your Email:

rhirth@highpoint.edu

Which semester is this course proposal applicable for?

Spring 2023

Please select the appropriate school overseeing this proposal:

Business

Is this course cross listed?

No

Choose the department designator for your proposed course from the list below.

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BUA
Proposed Course Number
3110
Does this course replace a current course?
No
Enter the title of your proposed course
Global Luxury Management
Enter the catalog description of your proposed course
This course explores key theories, developments, and tensions in the global luxury market. This course takes a multidisciplinary approach to understanding the strategies and operations of global luxury brands. Students will develop an understanding of the various ways luxury goods and services create value for consumers in multiple cultural contexts and the challenges faced by luxury brands in the current dynamic global environment.
Choose your proposed course's number of credits from the list below
4
How will the course be graded?
Letter grade
Please select the course repeat option for your proposed course:
Not repeatable for credit
Offering cycle for your proposed course:
Yearly
Does your course have any prerequisites?
No
Is this new course being proposed because of a proposal for a new or revised major or minor?
No
Is this course part of Gen Ed?
No
This course is intended to be:
A general elective for majors and non-majors
Does this course fulfill any of the below University academic program requirements?
Study Abroad
Please answer all of the questions as thoroughly as possible. Failure to do so can result in your proposal being delayed during review.
Rationale for new course
The global luxury market is growing and dynamic. Demand for luxury goods has shifted in recent decades from traditional western markets (Europe and United States) to China and other fast growing economies in Asia. Additionally, the internet and other new technologies are changing consumer expectations about what "luxury" is. Together these forces are pressuring luxury brands to reinvent their products, sales and marketing channels, and operations in unprecedented directions. Familiarizing students with the challenges and tensions that are unique to luxury markets will prepare them to be more critically-minded consumers, as well as provide them knowledge and skills that can be applied in their careers.
Student Learning Outcomes
Non-Gen Ed Student Learning Outcomes

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Learning Outcome	Assessment Method
1. Demonstrate an understanding of how luxury is a culturally dependent construct, and through this understanding develop an awareness of how their own upbringing and culture influences his/her/their notions of luxury	Final Exam and Team Case Analysis
2. Analyze how the international trade of luxury goods – including supply chain, operations, and sales channels – are impacted and influenced by national and regional events including, but not limited to, local and national politics, economic conditions, and business incentives	Final Exam, Reaction Essay, and Team Case Analysis
3. Describe multiple points of view on the ethical and cultural implications of working conditions, environmental impact, and income inequality along the international supply chain servicing the luxury goods market	Reaction Essay
4. Demonstrate an understanding of different cultural notions of social class and how national and international forces are causing disruptions to and/or reinforcing traditional ideas of class	Reaction Essay
5. Analyze how cultural mores and national policies impact where luxury brands and their customers reside, and conversely, how luxury brands and their customers impact local policies and cultural values	Final Exam, Company Presentation, and Team Case Analysis
6. Think critically and analytically to investigate the complex issues of how luxury brands maintain global perceptions of high value while simultaneously balancing the increasing need for locally responsive branding and features necessitated by the growing diversity and cultural backgrounds of luxury consumers	Final Exam, Company Presentation, and Team Case Analysis
7. Analyze and discuss how social media and ecommerce are disrupting media and sales channels and how luxury brands are attempting to adapt to these changing conditions including the use of culturally diverse influencers and brand ambassadors	Final Exam, Company Presentation, and Team Case Analysis

Mission Statement

What is your department mission statement?

To prepare our students to become tomorrow's business professionals

How do your course's learning outcomes help to fulfill this mission?

This course is intended to prepare the business professionals of tomorrow by promoting critical thinking and analysis skills by going in depth into the distinct business operations of the luxury market

Academic Programs

How do the learning outcomes support the program requirements?

There's no specific program

Documentation and Signature Pages

Please attach your department approval signature page, syllabus, and any other supporting documents.

- [Luxury-Itinerary-2023.pdf](#)
- [Luxury-Syllabus-2.pdf](#)
- [Luxury-Mgmt-Dept-Approval.pdf](#)