The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	HTM574
Subject Title	Luxury Consumption Experience and Communication
Credit Value	3
Level	5
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: HTM534 Managing Marketing in the Hospitality and Tourism Industry Co-requisite: HTM541 Luxury Management
Objectives	This subject is designed to provide students with the fundamentals of luxury consumption in the hospitality and tourism industry. Students will be required to have an in-depth understanding of consumer behaviors in the luxury setting, theories relevant to consumer behavior (e.g., psychology, sociology), and the application of consumer behavior theories in the luxury setting. Based on the knowledge from HTM534 (Managing Marketing in the Hospitality and Tourism Industry) and HTM541 (Luxury Management), students will further deepen their understanding of communications with various stakeholders and luxury consumer relationship marketing. Furthermore, students will be required to develop business strategies to create excellent luxury consumption experiences. This subject aims to allow students to learn up-to-date principles and theories in luxury consumption experience and behavior at the management level. The emphasis is placed on applying consumer behavior and communication knowledge to the service industry. By studying the key factors influencing customer perception and interaction with luxury products, such as brand storytelling, visual communication, personalization, omnichannel experience, and customer service, students can gain valuable insights into effectively communicating the luxury experience to customers.
Intended Learning Outcomes *(Note 1)*	Upon completion of the subject, students will be able to: A. Professional Competence • Identify the characteristics of luxury consumers and what drives their purchasing decisions. • Analyze and apply various consumption behavior theories and concepts to practical applications in the service industry. B. Critical Thinkers • Critically evaluate the challenges of luxury brand communication media and social networks in the various sectors of the service

industry.

C. Innovative Problem Solvers
- Communicate and respond appropriately to stakeholders in the service industry
- Evaluate innovative strategies and business theory to enhance the luxury consumer experience and enrich their brand loyalty

D. Ethical Leaders
- Identify the current trend of sustainable strategies in the luxury business and its implications for society.

Subject Synopsis/ Indicative Syllabus *(Note 2)*	1. Briefly introduce the concept of luxury brands & products 2. The motivation why consumers desire luxury brands and the target groups of the luxury brands 3. Brand storytelling of successful luxury brands 4. Visual communication of luxury brands 5. Personalization of the luxury brands to consumers 6. Omnichannel experience of luxury brands 7. Customer services of luxury brands
Teaching/Learning Methodology *(Note 3)*	The following teaching and learning methods will be applied in this subject: 1. Professor for a day programme: offers a real-world case by industry experts which can enhance students' professional competence, and learn to be an ethical leader. 2. Blended learning: provides students with various learning sources, online and offline, to absorb up-to-date knowledge and enrich their professional competence. 3. Site visit: offers a great opportunity to learn from industry professionals and understand the challenges of luxury brand communications and sustainable strategies in the luxury business.

Assessment Methods in Alignment with Intended Learning Outcomes

(Note 4)

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
		A	B	C	D
1. Class Activities	20%	✓	✓	✓	
2. Individual Assignment 1	20%	✓	✓	✓	✓
3. Individual Assignment 2	20%	✓	✓	✓	✓
4. Group Project	40%	✓	✓	✓	✓
Total	100%				

	Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:
	Continuous assessment will include the following components:
	- Class activities: students will participate in various activities include discussion, site visits, and guest speaker sharing. - Individual assignment 1: students will critique up-to-date journal articles and learn the theories and practices. - Individual assignment 2: students will discuss a real case, identify the challenges, and propose sustainable strategies. - Group project: students will apply their learning and work with industry cases provided by industry partners.

Student Study Effort Expected	Class contact:	
	▪ Lecture	33Hrs.
	▪ Site Visit	6Hrs.
	Other student study efforts:	
	▪ Preparation for individual assignment	32Hrs.
	▪ Preparation for the group project	39Hrs.
	Total student study effort	110Hrs.

Reading List and References	1. Amatulli, C., De Angelis, M., & Donato, C. (2019). The Role of Luxury Consumption Motivations in Luxury Brand Communication. In *2019 AMS WMC Conference Proceedings*. 2. Amatulli, C., De Angelis, M., & Donato, C. (2020). An investigation on the effectiveness of hedonic versus utilitarian message appeals in luxury product communication. *Psychology & Marketing, 37*(4), 523-534 3. Atwal, G., & Williams, A. (2017). Luxury brand marketing–the experience is everything! *Advances in luxury brand management*, 43-57. 4. Çelik, M. (2016). The impact of social media on luxury consumption. 5. Creevey, D., Coughlan, J., & O'Connor, C. (2022). Social media and luxury: A systematic literature review. *International Journal of Management Reviews, 24*(1), 99-129. 6. Gurzki, H., Schlatter, N., & Woisetschläger, D. M. (2019). Crafting extraordinary stories: Decoding luxury brand communications. *Journal of Advertising, 48*(4), 401-414. 7. Jin, B., & Cedrola, E. (Eds.). (2017). *Fashion branding and communication: core strategies of European luxury brands*. Springer. 8. Kusumasondjaja, S. (2020). Exploring the role of visual aesthetics and presentation modality in luxury fashion brand communication on Instagram. *Journal of Fashion Marketing and Management: An International Journal, 24*(1), 15-31. 9. Kyrousi, A. G., Koronaki, E., & Zotou, A. Y. (2022). Marketing communication in luxury research: a framework-based literature review and research agenda. *Journal of Marketing Communications, 28*(5), 560-589.

	10. Mandler, T., Johnen, M., & Gräve, J. F. (2020). Can't help falling in love? How brand luxury generates positive consumer affect in social media. *Journal of Business Research, 120*, 330-342.
	11. Ramchandani, M., & Coste-Manière, I. (2012). Asymmetry in multi-cultural luxury communication: A comparative analysis on luxury brand communication in India and China. *Journal of Global Fashion Marketing, 3*(2), 89-97.
	12. Rios, A. E. (2016). The impact of the digital revolution in the development of market and communication strategies for the luxury sector (fashion luxury). *Central European Business Review, 5*(2), 17-36.
	13. Singh, S. (2020). *Luxury and Fashion Marketing: The Global Perspective*. Routledge.
	14. Wang, R., Huang, S., & Pérez-Ríos, N. G. (2020). Multinational luxury brands' communication strategies on international and local social media: Comparing Twitter and Weibo. *Journal of International Consumer Marketing, 32*(4), 313-323.
	15. Wang, Y. (2022). A conceptual framework of contemporary luxury consumption. *International Journal of Research in Marketing, 39*(3), 788-803.
	16. Wiedmann, K. P., & Hennigs, N. (Eds.). (2012). *Luxury marketing: A challenge for theory and practice*. Springer Science & Business Media.

Note 1: Intended Learning Outcomes
Intended learning outcomes should state what students should be able to do or attain upon subject completion. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/Indicative Syllabus
The syllabus should adequately address the intended learning outcomes. At the same time, overcrowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology
This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method
This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.

(Form AR 140) 8.2020