COURSE OUTLINE

1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brașov
1.2 Faculty	Food and tourism
1.3 Department	Food and Tourism Engineering and Management
1.4 Field of study[1]	Engineering and management
1.5 Study level[2]	Master
1.6 Study programme/ Qualification	Engineering and management in luxury hospitality (in English)

2. Data about the course

2.1 Name of course	Strategic luxury brand development
2.2 Course convenor	Conf.dr.psih. Laura CISMARU
2.3 Seminar/ laboratory/ project convenor	Conf.dr.psih. Laura CISMARU

2.4 Study year	I	2.5 Semester	II	2.6 Evaluation type	E2	2.7 Course status	Content[3]	SC
							Attendance type[4]	EC

3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	4	out of which: 3.2 lecture	2	3.3 seminar/ laboratory/ project	0/0/1
3.4 Total number of hours in the curriculum	42	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	0/0/14

Time allocation	hours
Study of textbooks, course support, bibliography and notes	14
Additional documentation in libraries, specialized electronic platforms, and field research	14
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays	30
Tutorial	
Examinations	
Other activities...................................	

3.7 Total number of hours of student activity	58
3.8 Total number per semester	100
3.9 Number of credits[5]	4

4. Prerequisites (if applicable)

4.1 curriculum-related	• Marketing
4.2 competences-related	•

5. Conditions (if applicable)

5.1 for course development	• Video projector
5.2 for seminar/ laboratory/ project development	• Room equipped with computers connected to the Internet

6. Specific competences and learning outcomes

Professional competences	Cp1 Manage and plan the various resources, such as human resources, budget, timeline, deliverables and quality required for a specific project, and monitor the progress of the project to achieve a specific objective within a given timeframe and budget. L.O.1.11. Graduates will gain the ability to develop and manage luxury brand experiences that authentically integrate local cultural identity and traditions, such as curated thematic events, exclusive festivals, or bespoke art exhibitions, enhancing brand prestige and guest engagement. Cp7. Protect a client's interests and needs by taking the necessary steps and investigating all possibilities to ensure that the client achieves the preferred outcome. L.O.7.1 Graduates will demonstrate the ability to analyze client needs and develop innovative branding strategies that align with their vision, ensuring the creation and delivery of exceptional luxury experiences in hospitality operations and design.
Transversal competences	Ct5 Ensure customer orientation. L.O.5.1 Graduates will demonstrate the ability to develop and implement strategic brand initiatives that create exceptional, customer-centric experiences, ensuring every brand interaction aligns with the values of luxury and exceeds the expectations of high-end clientele.

7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	• Correct understanding of the new concepts specific to branding in marketing, as well as their correct application in the context of luxury hospitality marketing.
7.2 Specific objectives	• Explaining and understanding key concepts specific to branding. • Explaining and understanding key concepts specific to brand communication in marketing (promotion and research) • Correct use of the knowledge taught in the realization of brands, complex promotional sub-mixes for the luxury hospitality market. • Correct application of taught knowledge in conducting qualitative marketing research in the field of product branding in luxury hospitality.

8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Marketing research.	Lecture and debate	4	
Branding models. Pyramid model.	Lecture and debate	4	
Stages in branding. Brand architecture.	Lecture and debate	6	
Brand promotion - emotional resonance with the consumer	Lecture and debate	4	
Psychographic segmentation in strategic branding. Segmentation variables applicable in luxury hospitality.	Lecture and debate	4	
Strategic brand positioning. Positioning models in luxury hospitality.	Lecture and debate	6	

Bibliography

Som, A., & Blanckaert, C. (2015). The road to luxury: The evolution, markets, and strategies of luxury brand management. John Wiley & Sons.

Kanani, R. B. (2017). A wealth of insight: the world's best luxury hoteliers on leadership, management, and the future of 5-star hospitality. Black Truffle Press.

Lin, Y., & Choe, Y. (2022). Impact of luxury hotel customer experience on brand love and customer citizenship behavior.

Sustainability, 14(21), 13899.

Yeshin, T. (2012). Integrated marketing communications. Routledge.

Broderick, A., & Pickton, D. (2005). Integrated marketing communications. Pearson Education UK.

Paul, H., Matthew, H., Julia, C., & Oliver, T. (2016). Market Research in Practice An introduction to gaining greater market insight 3rd ed.

Keegan, S. (2009). Qualitative research: Good decision making through understanding people, cultures and markets. Kogan Page Publishers.

Leisch, F., Dolnicar, S., & Grün, B. (2018). Market segmentation analysis: Understanding it, doing it, and making it useful.

Hooley, G. J., Piercy, N., & Nicoulaud, B. (2008). Marketing strategy and competitive positioning. Pearson Education.

Wheeler, A. (2018). Designing Brand Identity: An Essential Guide For The Entire Branding Team. Hoboken, New Jersey: John Willey & Son.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Realization of a qualitative research project aiming at the creation of a brand and its promotion, based on strategic consumer profiling in the case of a restaurant or a hotel.	Group project Short Research	14	

Bibliography

Som, A., & Blanckaert, C. (2015). The road to luxury: The evolution, markets, and strategies of luxury brand management. John Wiley & Sons.

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9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The contents of the discipline have been established on the basis of identified trends and labour market needs in the field of branding, thus having a high usefulness for masters and contributing to their employability in executive or decision-making positions, especially in management and marketing.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade

10.4 Course		The correct understanding of the theoretical concepts and their appropriate use in contexts specific to luxury hospitality	Oral examination	50%
10.5 Seminar/ laboratory/ project		The appropriate application of the theoretical concepts within the project implementation; creativity and innovation.	Evaluation of the written project	50%

10.6 Minimal performance standard

- Obtaining a minimum mark of 5 for the individual project.
- Uploading the written interpretation of the tests on the E-learning platform within the indicated deadline.
- A minimum number of 3 project attendances.
- Correct understanding of basic concepts and models specific to marketing research, branding and promotion.
- Correct use of terms specific to marketing research, branding and promotion.
- Creating a strong brand, a segmentation model and an innovative promotion sub-mix for the analyzed enterprise.

This course outline was certified in the Department Board meeting on 12./09/2024 and approved in the Faculty Board meeting on 12/09/2024

1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

2) Study level – choose from among: Bachelor / Master / Doctorat;

3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ SC (synthesis course)/ **AC** (advanced course);

4) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);

5) One credit is the equivalent of 25 study hours (teaching activities and individual study).