

LUXURY FASHION BRAND MANAGEMENT

COURSE TITLE	LUXURY FASHION BRAND MANAGEMENT	COURSE CODE-SECTION	IEE3607-01
CREDIT	3	CLASS PERIOD	P2(11:00-12:40)
OFFICE		OFFICE HOURS	
INSTRUCTOR	JIYUN KANG	EMAIL	jiyunkang2024@gmail.com

][COURSE INFORMATION]

COURSE DESCRIPTION & BRIEF INTRODUCTION OF THE COURSE	This course is designed to provide students with the opportunity to explore the exciting world of luxury fashion from a brand management perspective. Students will learn key topics such as the nature of luxury, brand promise, and brand engagement. The course also discusses how global market dynamics, digital transformation, and customer expectation shifts will shape the future of luxury fashion. Through this course, students will be equipped with a deep understanding of how luxury fashion brands differentiate themselves from mass market brands as well as the strategic brand management skills to lead this rapidly evolving and influential industry.						
COURSE GOALS	<ol style="list-style-type: none"> 1. Analyze the development and evolution of brands to identify what defines luxury and differentiates it from mass-market brands. 2. Discuss the importance of brand identity and methods for delivering on the brand promise across multiple touch points for luxury fashion brands. 3. Evaluate brand equity and explore how it can be enhanced through customer loyalty and engagement in luxury fashion brands. 4. Develop strategies for managing luxury fashion brands that elevate the luxury experience, considering global market dynamics, digital transformation, and evolving customer expectations. 						
COURSE METHODS (100% TOTAL)	LECTURE	PRACTICE TRAINING	PRESENTATION	DEBATE	TEAM PROJECT		
	40%	10%	20%	10%	20%		
GRADING POLICY (100% TOTAL)	MIDTERM	FINAL EXAM	QUIZ	INDIVIDUAL ASSIGNMENT	TEAM ASSIGNMENT	ATTENDANCE	OTHERS
		28.5%		21.5%	28.5%	21.5%	
PREREQUISITE	None						
COURSE REQUIREMENTS	Active participation in each class, deep engagement in class activities and discussions, collaborative teamwork on a group project, and completion of an exam are required to successfully achieve the learning objectives of this course. Specific requirements and detailed guidelines will be provided in class and in writing for each component.						

Course Syllabus
 2025 YONSEI INTERNATIONAL SUMMER SCHOOL
 6-WEEK PROGRAM



TEXTS & REFERENCES	The class may use various reading materials (academic articles, book chapters, news media articles, etc.). These readings will be available for students to search on the web or directly assess as PDF documents.
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[WEEKLY SCHEDULE]

WEEK	DAILY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	REFERENCE
WEEK1 (June 30 to July 3, 2025)	<ul style="list-style-type: none"> • Course Introduction • The Emergence of Brands • Luxury Fashion Brand Management Project Orientation • Nature of Luxury 	Brand yourself assignment In-class learning activities for each class session	
WEEK 2 (July 7 to July 10, 2025)	<ul style="list-style-type: none"> • From Luxury to Mass • Luxury Fashion Brand Segmentation Models • Luxury Fashion Brand Identity & Promise • Luxury Fashion Brand Value & Equity 	In-class learning activities for each class session	
WEEK3 (July 14 to July 17, 2025)	<ul style="list-style-type: none"> • Luxury Fashion Brand Loyalty • Luxury Fashion Brand Engagement • Luxury Fashion Brand Management Project Mid-Term Report & Consultation 	In-class learning activities for each class session Project mid-report submissions	
WEEK4 (July 21 to July 23, 2025)	<ul style="list-style-type: none"> • Global Luxury Fashion Brand Management • Luxury Fashion Brand Management in a Digital World – Part 1 • Luxury Fashion Brand Management in a Digital World – Part 2 	In-class learning activities for each class session	
WEEK5 (July 28 to July 31, 2025)	<ul style="list-style-type: none"> • Future of Luxury Fashion Brand Management – Part 1 • Future of Luxury Fashion Brand Management – Part 2 • Presentation Guide & Exam Study Guide • Exam 	In-class learning activities for each class session	
WEEK6 (August 4 to August 6, 2025)	<ul style="list-style-type: none"> • Luxury Fashion Brand Management Project Final Presentations • Final Remarks 	Final presentation submissions	

Note. The outlined is tentative; Exam date: TBD; Specific topics, schedule, readings, and assignments are subject to change.