

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MA Luxury Brand Management
FHEQ Level:	7
Course Title:	Management and Negotiation
Course Code:	LBM 7403
Course Leader:	Click here to enter text.
Student Engagement Hours:	200 (standard 4 credit MA course)
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Fall
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course combines ideas and concepts from the fields of: Management, Negotiation, Sales, Behavioural Psychology, Psychoanalysis, and Neuro Linguistic Programming (NLP) - in order to enhance students' persuasive skills, with the aim of empowering them to lead business communications in a variety of settings. Using role-plays, simulations, and case studies: a learning environment will be created that allows students to apply and practice theoretical concepts. By stretching students' intellectual, creative, and lateral thinking and communication skills, it is hoped they will make better managers and leaders of luxury products offerings, whilst protecting their branded propositions internationally.

Prerequisites:

N/A

Aims and Objectives:

- To evaluate various types of management and negotiation styles, with respect to their relevance and suitability in different settings.
- To critically understand and apply a selection of management and negotiation techniques in response to given scenarios.
- To examine iterative information and respond strategically - demonstrating decision-making capabilities that achieve defined objectives of relevance to branded luxury offerings.

Programme Outcomes:

A1, A4, A5

B1, B2, B3, B4, B5

C1, C2, C3, C5

D1, D2, D3, D4, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:
<http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Critical understanding of different styles and approaches to management and negotiation and the essential qualities of such a practitioner.
- Evaluate differing information sources and approaches to negotiation and decision making - from different industry, regional, and cultural perspectives for commercial gains.
- Be able to have an in-depth knowledge of the effects associated with how people and business relations are managed, in relation to branded luxury offerings
- Acquire an in-depth knowledge of key case examples that define the critical success factors of managers and negotiators in luxury brand markets.
- Examine critically cultural perspectives concerning how negotiations are managed.

Cognitive Skills

- Develop a critical and practical approach to management and negotiations within a selection of settings.
- The ability to engage in arguments in order to address stakeholder demands concerning branded luxury propositions.
- The application into the international context of sales and negotiation concepts that support the viability and execution of branded luxury offerings.
- To take an information-based critical stance on the commercial offering of luxury brands to a cross-section of stakeholders throughout the value chain.

Subject specific, practical and professional skill

- Present analysis and discussions maximizing the use of modern communication methods and resources.
- Become familiar with management, sales, and negotiation techniques, and the different approaches to presenting information and arguments in international contexts.
- Anticipate objections and counter-arguments and respond appropriately.
- Advise on the suitability and viability of branded luxury offerings to relevant stakeholders.

General/transferable skills

- Ability to analyse arguments and predict future objections orally and in writing.
- Develop capacity to work in a group either as a leader or as part of the team in a time efficient manner to accomplish the task in hand understanding the role of the different professionals in luxury markets.
- Proficiency in communicating an array of information and concepts to academic and business audiences with a varied expertise on the subject

Indicative Content:

- Management Styles, Concepts and Perspectives
- Evaluating implicit, explicit and tacit knowledge
- Tenets of Rhetoric
- Psychoanalysis, Behavioural Psychology, and NLP
- Body Language
- Buying, Selling and Business Pitching
- Arguing concepts of luxury, price, quality, scarcity, and inimitability
- Key Accounts Management
- Negotiation Tools, Concepts and Techniques
- Cross-cultural perspectives

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board (formerly Learning & Teaching Policy Committee) and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

The course will be taught through lectures, seminars, tutorials, workshops and practical sessions. Guest speakers will complement the course providing a practical approach.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Harvard Business Essentials (2003), *Negotiation*, Harvard Business School Press: Boston, MA.

Berghaus, B., Müller-Stewens, G. & Reinecke, S. (2014), *The Management of Luxury – A Practitioner’s Handbook*, Kogan Page, UK.

Kapferer, J.N. & Basten, V. (2010), *The Luxury Strategy – Break the rules of marketing to build luxury brands*, Kogan Page, UK.

Laforet, S. (2010), *Managing Brands: A contemporary perspective*, Maidenhead, Berkshire: McGraw-Hill Education.

Journals

- Journal of Brand Management
- Journal of Product and Brand Management
- Consumption, Markets, and Culture
- Marketing Theory
- Journal of Consumer Research
- Journal of Marketing Management
- Journal of Consumer Marketing
- Journal of Fashion Marketing
- Harvard Business Review
- European Journal of Marketing
- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising
- Marketing Letters
- Journal of Marketing
- Journal of Marketing Research
- Psychology and Marketing
- Journal of the Market Research Society

Web Sites

www.themarketer.co.uk

www.theidm.com

www.dma.org.uk

www.ico.gov.uk

<http://www.abc.org.uk>

<http://www.asa.org.uk/asa/>

<http://www.bauermedia.co.uk/>

<http://www.brandingmagazine.com/>

<http://www.brandrepublic.com/Campaign/>

<http://www.brandrepublic.com/mediaweek/>

<http://www.broadcastnow.co.uk/>

<http://www.campaignlive.co.uk/news/wide/886782/>

<http://www.campaignlive.co.uk/news/785296/Top-10-ad-agencies-2008/>

<http://www.campaignlive.co.uk/news/785868/Top-10-Media-Agencies-2008/>

<http://www.centaur.co.uk/>

<http://www.cim.co.uk/home.aspx>

<http://www.davidmeermanscott.com/resources.htm>

<http://www.haymarket.com/home.aspx>

<http://www.ipcmedia.com/>

<http://www.mad.co.uk/Home/Home.aspx>

<http://www.marketingmagazine.co.uk/>

<http://www.marketingweek.co.uk/>

<http://www.mintel.com/>

<http://uk.nielsen.com/site/index.shtml>

<http://www.prweek.com/uk/>

<http://www.uktvadverts.com/Home/>

<http://www.utalkmarketing.com/>

<http://www.visit4info.com/>

