

## COURSE SYLLABUS

# Luxury Management & Innovation

 On-campus | PM



Burgundy School of  
Business



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## Glyn Atwal

Associate Professor

### Short Biography

Glyn Atwal is an Associate Professor of Marketing at Burgundy School of Business, France. His expertise spans marketing and strategy in the affluent and luxury sectors. He has presented at leading universities and co-authored *Luxury Brands in China and India* (Palgrave Macmillan). He has published research on luxury marketing in leading journals such as *Journal of Business Strategy*, *Strategic Change*, and *Journal of Brand Management*. Glyn regularly contributes to *Luxury Daily*, *Jing Daily*, and *The Robin Report*. His prior industry experience includes Saatchi & Saatchi, Young & Rubicam, and Publicis.

## Introduction/Course Description

The course enables students to develop effective marketing strategies within the luxury sector. The first part introduces the luxury industry, with a focus on luxury brand management. The second part takes a more practical approach, exploring the relationship between luxury, innovation, and sustainability. The final part examines international strategy development, with an emphasis on emerging markets. Throughout the course, the key focus is on maximizing company resources to gain and sustain competitive advantage.

## Course Objectives

This course aims to:

- Identify the key success factors in luxury brand management.
- Explore how luxury brands can effectively respond to social and environmental challenges.
- Assess and apply best practices in international luxury marketing.

## Course Methodology

This course provides an overview of luxury marketing strategies and techniques applicable across a wide range of luxury goods and service sectors. Building on the fundamentals of marketing and strategy, the course combines 50% lectures and 50% discussions. Students will analyse case studies to consolidate theoretical knowledge and engage in practical exercises to understand the application of best practices. Each student is expected to come to class having thoroughly read the assigned materials. Participants are also encouraged to join the Inside LVMH program and will have the opportunity to compete in The Mark Challenge, a luxury business plan competition hosted by the International University of Monaco.

## Evaluation System

The course evaluation will be performed based on the following set of activities:

- Group Project & Presentation (50%)
- Individual Assignment (50%)

## Course Prerequisites

Basic knowledge in general marketing: marketing fundamentals, marketing research, and the strategic marketing mix.

