Course Title	Hospitality Luxury Brand Management
Course Code	HTM310
Course Type	Compulsory
Level	Bachelor (1st Cycle)
Year / Semester	3rd Year/1st Semester
Instructor's Name	TBA

ECTS	6	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None

Course Purpose and Objectives	The course takes a strategic approach to hospitality luxury branding and discusses a wide range of theories, techniques and tools for effective brand equity development and management.
Learning Outcomes	Upon successful completion of this course students should be able to: • Discuss the role and importance of hospitality and luxury branding and brand equity. • Explain the various brand strategies in the hospitality and luxury industry • Identify and explain the brand elements that help build brand equity in the hospitality and luxury industry • Appreciate how marketing and in particular marketing communications enhance brand equity building in the hospitality and luxury industry • Develop an appreciation of how to measure brand equity in the hospitality and luxury industry • Demonstrate an understanding as to how to manage a brand over its PLC in the hospitality and luxury industry • Appreciate the challenges of managing a brand over geographical boundaries in the hospitality and luxury industry • Develop brand management campaigns in the hospitality and luxury industry.

Prerequisites	HTM100, HTM210	Co-requisites	None

Course Content	• Hospitality Marketing and Branding: Past and Future • Branding Challenges and Opportunities • Branding and the Internet • Global Brand Expansion • Branding beyond Borders • Brand Strategies • Brand Equity • Brand Positioning • Brand Extensions and Customer Loyalty

	• Managing Marketing and Branding Relationships • Brand Franchising • Brand Partnerships • Inside Luxury: Main Features, Evolving Trends, and Marketing Paradoxes • Luxury, Sustainability, and "Made In" • Luxury Consumption and Sustainability • Sustainability Across Industries • Insights from Key Topics in Sustainable Luxury Research
Teaching Methodology	Face-to-Face
Bibliography	Amatulli, C., Guido, C.L., Costabile, M., and Guido, G.: Sustainable Luxury Brands. Evidence from Research and Implications for Managers, Latest Edition, Palgrave Macmillan UK. Keller, K.: Strategic Brand Management: A European Perspective, Latest Edition, Prentice Hall. Aaker, D.: Managing brand equity: capitalizing on the value of a brand, Free Press Kapferer J. N., Strategic Brand Management, Latest Edition. De Chernatony, L., McDonald, M., and Wallace, E.: Creating Powerful Brands Butterworth-Heinemann, Latest Edition, Oxford, Kogan Press.
Assessment	Examinations — 70% Assignments — 20% Class Participation/ Attendance — 10% Total — 100%
Language	English