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CM/MK330 - “Luxury for Sustainability”: How Values Meet and Cross in Corporate and Brand Communication

Prof. STEFANIA VITULLI

COURSE DESCRIPTION

The course provides at the beginning a theoretical part about evolution and state of the art of corporate communication and country culture, introducing the importance of values in consumer behavior. The two main focuses on luxury and sustainability will then be the starting point to an overview of definitions, perspectives and best practices of “ecoluxury” in different market sectors, from fashion to tourism to automotive, comparing green marketing and environmental communication global and local strategies (most of these “Made in Italy” based), by essays’ readings, case histories’ analysis, meetings with guest speakers and management tools creation in group projects. The goal is to explore the meet and cross values and topics so to understand and create a competitive communication strategy of ecoluxury communication for market and influencer stakeholder.

This course is expected to be highly interactive. Students are expected to proactively contribute to class discussion and to the building of concepts step by step by means of individual and group assignments.

COURSE CONTENTS

Lesson 1/2/3: Corporate communication: an introduction – A Gateless Gate – Identity, Image, Reputation, Stakeholders – Uberization&Revamping

Lesson 4/5: Country culture: an essential perspective for the values “Green” and “Luxury”

Lesson 6/7: A green marketing storyline. Generations and green values: a mutant relationship - Circular economy

Lesson 8/9: A luxury storyline – Luxury values: a profile

Lesson 10: COMPANY VISIT EXPECTED - Brief for the 1st group assignment

Lesson 11: MIDTERM EXAM: Theoretical open-ended questions (1.30 hour)

Lesson 12: Presentation of the 1st group assignment

Lesson 13: First focus on sustainability as competitive advantage: a correct approach to green stakeholders

Lesson 14:– Second focus on sustainability as competitive advantage: Facts&Figures and Plenitude: a vision of the present and the near future

Lesson 15: Ecoluxury and circular economy: why they can go hand in hand/the cost of sustainability for luxury

Lesson 16: Sustainability trends in the luxury industry: diamonds, Millennials&Xers and long-lasting goods fan prosumers

Lesson 17: COMPANY VISIT EXPECTED - Brief for the 2nd group assignment

Lesson 18: Focus on fashion industry and ecoluxury best practices

Lesson 19: Focus on tourism and ecoluxury best practices (Daylesford/Ermito)

Lesson 19/20: Greenwashing drivers&sins. global case histories and Greenpeace campaigns

Lesson 21: Presentation of the 2nd group assignment

Lesson 22: FINAL EXAM Create an ecoluxury communication strategy – OPEN BOOKS (1.30 hour)



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PREREQUISITES

None

METHOD OF TEACHING

Interactive lessons with role playing in case study analysis, essays writing and presentation, and group discussions. Presentation of case studies by guest speakers. A list of references focused on environmental communication, green marketing, luxury, ecoluxury will be indicated during the course.

CREDITS

6 ECTS

GRADING

Class participation	20 % of final grade
Group assignments	30 % of final grade
Midterm and final written exams	50 % of final grade (25% + 25%)

COURSE READINGS AND MATERIALS

The lecturer's slides, readings and essays for exams and assignments will be available on Blackboard.

RULES OF CONDUCT

Exam Date: exam dates communicated in the syllabus for the midterm and final cannot be re-scheduled. Unexcused absences will result in a failing grade.

In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email **prior** to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.

Others: *to be specified by professor*

COURSE EVALUATION

At UCSC we highly value student opinions as they are among our most important resources for assessing and improving the quality of teaching.

The course evaluation will be available on the Blackboard two weeks before the end of the course.

Note that **you will not be able to view your final grade if you do not submit the survey for the course.**

The survey is made of multiple choice questions and open questions. **The evaluations will remain anonymous.** Professors will receive an average score of each answers (except for the open question).

Group Assignments

In order to foster cooperative learning and an in-depth study of a particular topic of interest, students will be



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responsible for participating in group presentations. Each group will consist of 3/5 students; the final products could be slides, videos, creative tools or strategies. Groups will present to the class or to guest speakers and their works will receive a total final grade given from speakers and from the instructor.

Mid-Term Test

The Midterm Test will consist of two open questions to test basic knowledge and comprehension of course material and theoretical topics. The test will take about 90 minutes.

Final Exam

The final exam will consist of a presentation/strategy to test basic knowledge and comprehension of the whole course: theoretical and case histories topics. It will require to create the guidelines of a sustainable strategy of communication. It will be open books and it will take about 90 minutes.

Important:

No reset exams will be allowed unless an unambiguous medical report is presented. Students who will miss the examinations for non-medical reasons will not have the opportunity to rewrite. Medical exemptions will require documentation. Alternative forms of examination can be considered only in exceptional cases, and upon the instructor's directions.

INSTRUCTOR BIO

Stefania Micaela Vitulli is a creative consultant and journalist. She is adjunct professor of Business Communication, Advertising Management and Corporate Communication at Università Cattolica del Sacro Cuore, Milan. She is research fellow at LabCom, UCSC, and professor and Senior Tutor at the Master in Corporate Communication, UCSC. She is the author of articles and academic papers on green communication, sustainability, ecoluxury.

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