

<b>Course code</b>	GCIN2017
<b>Course Title</b>	Luxury Market in East Asia
<b>Credit</b>	6 credits
<b>Course Period</b>	24 June 2019 – 12 July 2019 (except 1 July, a HK public holiday)
<b>Class Day and Time</b>	24 June 2019 - 10 July 2019: 1:45pm – 5:00pm (Monday – Friday) 11, 12 July 2019 : 2:00pm – 5:00pm
<b>Course Description</b>	The course examines and compares the development of the luxury markets in different regions in East Asia including Hong Kong, Taiwan, China, Japan and Korea. Through in-depth case studies, the course enables students to analyze various branding and marketing, business management, pricing and product assortment strategies of luxury brands operating in East Asia. This course aims at enabling students to identify the cultural specificity of the production, circulation and consumption of luxury goods in East Asia and to reflect on the cultural concepts of pleasure and beauty embedded in the specific industrial and social contexts.
<b>Learning Outcomes</b>	On successful completion of this course, students should be able to: <ol style="list-style-type: none"> <li>1) demonstrate the ability to critically examine the relationship between cultural development and the production, circulation and consumption process of luxury goods</li> <li>2) demonstrate the ability to compare the cultural concepts of luxury, pleasure and beauty between the Western and Asian contexts</li> </ol>
<b>Study Load</b>	45 contact hours + 105 learning hours
<b>Assessments</b>	Class Participation (20%) Coursework (80%): Written Assignments + Group Project + Presentations