GCIN2017 Luxury Markets in East Asia
(2023 summer)

Course Instructor(s):
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Class Hour: Monday to Friday, 2:30 pm – 5:30 pm

Course Content
The course examines and compares the development of the luxury markets in different regions in East Asia including Hong Kong, mainland China, Japan, and South Korea. Through in-depth case studies, the course enables students to analyse 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 identity and luxury consumption embedded in the specific industrial and social contexts.

Learning Objectives
The aim of this course is to introduce students to the concept of ‘luxury market’ and to examine and analyse the relationship between identity and luxury consumption and how the consumption of luxury goods is embedded in the specific socio-cultural context in East Asia. By the end of the course students should have gained an understanding of:

1. The idea of luxury market
2. The relationship between culture, consumption, brand, and luxury market;
3. The configuration of luxury markets in East Asia;
4. The meaning of ‘brand consumption’ in a variety of social and cultural contexts.
5. Anthropological theories of consumption, identity, and culture.

Teaching Methods
Lectures, seminars and case studies.

Assessment
Assessment will be by participation (20%), individual presentation (30%) and individual research project (50%). Further details can be found in the separate ‘course arrangement and assessment guidelines’ document.

1. Participation (20%): You are expected to attend lectures and seminars. You are also expected to participate in lectures by asking intelligent questions and answering questions put to you by the teacher and engage in discussions.

2. Individual presentation (30%): You will be asked to make a video to present an interesting case about how social media has shaped luxury consumption in a chosen region in East Asia (Hong Kong/mainland China/Japan/South Korea). The length of the video should not exceed 5 minutes.

3. Individual research project (50%): You will be asked to conduct independent research on a luxury brand of your choice. You have to examine the brand consumption in a chosen region in East Asia (Hong Kong/mainland China / Japan / South Korea). You are also required to conduct at least 5 in-depth interviews with consumers. By the end of the course, you will submit a written report of no more than 3000 words (excluding the appendix and bibliography).