

# MA Luxury Brand Management

## Induction/Welcome Week



## Welcome to Birmingham City University.

With around 24,000 students from 80 countries, Birmingham City University is a large and diverse place to study. We put students at the heart of everything we do, giving you the best opportunities for future success.

Welcome week will focus on three main areas to quickly get you settled into your life at BCU. Firstly an introduction to the team and your fellow students. Secondly, a light warm-up to lightly introduce you into your studies at BCU.

### 1

#### INTRODUCTIONS

Getting to know us and us getting to know you.

### 2

#### WARM UP TASK

Creating a Wordpress Blogging website.

### 3

#### INSTAGRAM

[HTTPS://  
WWW.INSTAGRAM.COM/  
MALUXURYBRANDMANAGE](https://www.instagram.com/maluxurybrandmanage)



### Luxury Brand Management

This covers the broad spectrum of luxury businesses,



from fashion to hospitality.

### Ethical and Sustainable Issues.



A global challenge for those involved in the business of Luxury.

Finally, we would like you to share 5-10 your Instagram photos.

## Warm up Task

One of your modules will focus on Luxury Brand Management. To get you thinking about how to Manage Luxury Brands, we would like you to investigate how the Business of Luxury is changing and what impact this will have in the future.

We would like you to produce a Reflective Journal that can be produced in a digital format on the Wordpress blogging website. (THE BLOG SITE IS FREE, SO PLEASE DO NOT PAY FOR A SUBSCRIPTION) Your blog will demonstrate your knowledge of environmental impacts and ethical issues within the luxury industry. Your Reflective Journal will investigate how the Business of Luxury is changing and what impact this will have in the future.

The outcome of the Online written blog post should be creative, professional, compelling, relevant and appropriate for the correct target audience. Each student from the course after completing their individual written blog posts will add each other so that we can all share in your investigations and findings.



## “The Business of Fashion at Birmingham City University”

To give you an idea of what a personal blogging website looks like. You can initially look at the one I have created for the MA Fashion Management/Luxury Brand Management Course. It can be viewed via clicking on the following link. <https://thebusinessoffashionatbcu.wordpress.com/> The content of a blog typically includes text, pictures, videos. A blog can exist merely for personal use or for sharing with a group of people that share a common interest. It's all good fun, so let's get investigating the Business of Luxury and don't forget to share what you find.

## INSTAGRAM CHALLENGE

We would like to see what interests you most about the world of Luxury. This could involve travel to a Luxury destinations/Luxury trade shows or how you engage with the world of Luxury. So in this exercise we would like you to use our instagram hashtag and post 5-10 pictures showing us where you have been traveling and what you have been doing relating to the business of Luxury, or even better if you have been working in the Luxury industry we would love to see your instagram posts.

**#BCULUXURYFASHION**

