



DOMUS ACADEMY MILANO
Think further, Design beyond

Design Experience Programmes 2023

Luxury and Lifestyle Management

SUMMER SESSION 1: from 19th to 30th June 2023



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Domus Academy Design Experience Programmes – Summer 2023

LUXURY AND LIFESTYLE MANAGEMENT

School: Domus Academy

Address: Via Darwin 20, 20143 Milan, Italy

Course Structure: 60 hours – 10 lesson days

Period: from 19th to 30th June 2023

ECTS: 4 ECTS credits*

* ECTS credits will be indicated in the final transcript upon successful completion of a course, but will be transferred at the option of each student's home university

TITLE – AREA

Luxury and Lifestyle Management – Business Area

FACULTY

The course content and objectives have been defined and supervised by the Programme Leader Gaya Calabrò who will select the teaching faculty.

COURSE DESCRIPTION

This course will help students develop knowledge and expertise about luxury and lifestyle brands, constantly redefined by a new and younger audience fascinated by intangible values. Students will analyze existing luxury brand strategies and acquire the necessary tools to make brand management decisions through comprehensive case studies.

ADMISSION REQUIREMENTS

This course is intended for students in their last years of an undergraduate program, postgraduate students and recent graduates in the areas of design and the arts.

It is also open to candidates with a background in economics, management, or the humanities, if they are motivated by strong interest in the field of luxury goods, services, and experiences.

COURSE OBJECTIVES

The aim of the course is to introduce students to strategic brand management frameworks to analyse existing brand strategies and businesses in order to evaluate the potential for new opportunities including new product and services development, brand and line extension, and other innovative business models, and growth strategy options.

Furthermore, the educational goal of the course is the development of a consciousness through the exposure to specific knowledge and expertise in the luxury segment, especially given that new, younger, consumers are redefining the construct of what makes a luxury brand.



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COURSE OUTPUT

The students will be expected to identify strategies and touchpoints to create a direct and long-lasting relation between the brand and the customers to define proposals that reinforces the community of the brand, maintaining high customer engagement and loyalty among existing customers, increase awareness among potential new customers.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

COURSE POLICY

The Faculty of Domus Academy takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

A mix of theoretical lessons, field trips and practical workshops.

FACULTY SHORT BIO

Programme Leader: Gaya Calabrò

Gaya Calabrò has an extensive background as Online Manager and e-commerce Buyer which led her to follow projects starting from managing brands' portfolio of Fashion and Accessories categories, to prospecting new partners & support and developing online strategies and marketing campaigns.

She is specialized in European Public Relations, with a major in marketing. She began her professional career working between Paris and Milan for a well-known software house, coordinating the marketing and communication activities. Afterwards she approaches the world of fashion and luxury, working as menswear buyer at .com and retail international companies. She currently works as an E-commerce and Buying consultant for fashion and lifestyle brands in Italy, Switzerland and China.



ASSESSMENT AND GRADING

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal



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COURSE SCHEDULE

1st week

Day	Time	Professor	Hours	Lesson-subject
Day 1 Monday 19th June 2023	9:30 – 10:00	DA Staff		Welcome and Registration
	10:00 – 13:00		3	Course Introduction and Workshop Presentation
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Lesson
Day 2 Tuesday 20 th June 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 1
Day 3 Wednesday 21 st June 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Lesson
Day 4	10:00 – 13:00		3	Lesson



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Thursday 22 nd June 2023				
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 2
Day 5 Friday 23 rd June 2023	10:00 – 13:00		3	Lesson
LUNCH @ CAMPUS CAFETERIA				
Friday afternoon: FREE				

2nd week

Day	Time	Professor	h	Lesson-subject
Day 6 Monday 26th June 2023	10:00 – 13:00		3	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 3
Day 7 Tuesday 27 th June 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				



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	14:00 – 18:00		4	Workshop
Day 8 Wednesday 28 th June 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 17:00		3	Field Lesson/Site Visit 4
Day 9 Thursday 29 th June 2023	9:00 – 13:00		4	Workshop
LUNCH @ CAMPUS CAFETERIA				
	14:00 – 18:00		4	Workshop
Day 10 Friday 30 th June 2023	9:00 – 13:00		4	Final Presentations and Certificate Awarding
LUNCH @ CAMPUS CAFETERIA				
Friday afternoon: FREE				

The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.