



UNIVERSITY OF
GLOUCESTERSHIRE



Empowered



**Can you workshop
that for me, please?**

Festival of Learning 2021
Ruffin Relja, 8th June 2021



CAN YOU WORKSHOP THAT FOR ME, PLEASE?

Making sense in and of borderland spaces
in marketing education

Ruffin Relja, Lecturer in Marketing, Business School
Festival of Learning 2021

8th June 2021





AGENDA

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Agenda

- **What** was done – The intervention.
- **Why** was it done – The rationale.
- **How** successful was it – The review.
- **Where** to go from here – The discussion.



INTERVENTION

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Intervention: Project overview

Module: Luxury Brand Management

Run: SEM2 – 2020/21

FHEQ Level: 5

Students: 16

ASL: Rachel Vieira

Module Tutor: Dr. Louise Reid

Co-Tutor: Ruffin Relja (author – PGCAP case study)

Intervention: a series of five choice-based, formative, student-led, virtual luxury trend workshops (replacing a multi-day field trip)



Intervention: Luxury trend workshops

“Luxury in 2025 will be a different place”

(D’Arpizio & Levato, 2018, p. 8)

Has an impact on

- Economy
- Brands
- Customers
- Academia
- Employees

(Christodoulides & Wiedmann, 2020; Shin & Iyer, 2019)



Intervention: Luxury trend workshops



1. Digital Luxury
2. Luxury China
3. Luxury Consumer
4. Culture and Subculture
5. Growth Models



Intervention: Planning

Weeks 0-N	Weeks 1-5	Weeks 6-10	Weeks 11-12	Weeks 13+
Intervention design	Teaching	Workshop execution	Teaching	Marking



Intervention: Planning

Weeks 0-N	Weeks 1-5	Weeks 6-10	Weeks 11-12	Weeks 13+
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Phases (Weeks 1-10)			
Persuasion	Preparation	Execution	Evaluation
<ul style="list-style-type: none">Pitch	<ul style="list-style-type: none">Defining (problem)InquiringDevisingProducing	<ul style="list-style-type: none">Workshop	<ul style="list-style-type: none">Feedback/Reflection



PITCH

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TREND WORKSHOPS

A close-up photograph of a bakery display case. A hand in a dark jacket sleeve is pointing towards a selection of pastries. The display case is filled with various breads and pastries, including round rolls and larger loaves. Price tags are visible on the counter, with one clearly showing 'Brot' and another 'Brot'. The lighting is warm and focused on the pastries.

CHOICE

AWESOME



LESS

AWESOME



FEEDBACK



BANKING



PROBLEM-POSING





1

2





A photograph of a dilapidated room with peeling wallpaper, a window, and two doors. The word "INSPIRATION" is overlaid in large white outline letters. The room is in a state of disrepair, with significant damage to the walls and ceiling. The floor is covered in debris, including a wooden plank and a metal grate. The lighting is natural, coming from a window on the left. The overall mood is one of potential and transformation.

INSPIRATION

A close-up photograph of a person's hands shaping a piece of clay on a pottery wheel. The hands are positioned to guide the clay as it rotates. The pottery wheel is a light brown color, and the clay being shaped is a darker brown. The background is blurred, showing other pottery pieces and a workshop setting. The word "SHAPING" is overlaid in large, white, outlined letters across the center of the image.

SHAPING



TEAMWORK



TUTORING



PLATFORM

A woman with dark hair in braids, wearing a black lace top and a colorful patterned skirt, is pointing at a laptop screen. A man with glasses and a beard, wearing a blue shirt, is looking at the screen with a thoughtful expression. In the background, another person is sitting at a desk in a modern office environment with wooden desks and blue chairs. The word "FEEDBACK" is overlaid in large, white, outlined letters across the center of the image.

FEEDBACK

SKILLS

A person wearing a red and blue plaid shirt is gesturing with their hands in a meeting. In the foreground, a wooden desk holds a silver laptop displaying a dashboard with charts and graphs, an open notebook, and a black smartphone. The background is blurred, showing other people in a professional setting.

A young girl with dark skin and her hair styled in braids is the central figure. She is wearing a white long-sleeved shirt and is making a peace sign with her right hand. She has a confident, slightly pouting expression. The background is a plain, off-white wall with some faint horizontal lines and a small crack. The lighting is bright, suggesting an outdoor setting.

EMPOWERMENT



CONFIDENCE



PRIDE



CELEBRATION



PREPARATION

A close-up photograph of two hands shaking in a firm grip. The hand on the left is wearing a blue long-sleeved shirt, and the hand on the right is wearing a white long-sleeved shirt. The background is blurred, showing an office environment with a desk and chair. The word "SUCCESS" is overlaid in the center in a white, outlined, sans-serif font.

SUCCESS



COMMITMENT