

# MSc Luxury Marketing



*« Mastering the specificities of luxury marketing in an international environment. »*

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## DEVELOPING ESSENTIAL SKILLS



The MSc Luxury Marketing prepares to solid and successful careers in the luxury industry. Its primary aim is to develop experts and multicultural executives in luxury marketing with innovative perspectives and creative skills.

### 5 GOOD REASONS TO CHOOSE THE PROGRAMME

- Build strong knowledge in luxury marketing specificities in multi-cultural environments
- Develop critical and analytical skills in various areas of luxury marketing
- Understand the ethical issues that arise in luxury marketing contexts and develop skillful ethical decision-making practices
- Benefit from the Parisian professional exposure and immerse into an innovative and active pedagogy through teamwork and creativity
- Benefit from the school's expertise in the field of luxury combined with the participation of professional partners

Students will learn to predict customer behaviour in multi-cultural environments, develop and implement successful marketing strategies for launching products and services in luxury industries. Moreover, they will master the tools to take the in-store luxury experience online, and the online experience in-store, and learn how to manage a luxury brand with an origin, and manage brand heritage.

## PROGRAMME LAY-OUT

( SEPTEMBER/  
OCTOBER  
TO APRIL )

( MAY TO  
DECEMBER )

### FUNDAMENTAL COURSES

SEPTEMBER/  
OCTOBER ↔ DECEMBER

- ▶ Brand as narratives assets in luxury markets
- ▶ Consumer Intelligence
- ▶ Luxury economics and perspectives
- ▶ Managing digital disruption
- ▶ Strategic marketing process in luxury companies
- ▶ Luxury Across the Cultures
- ▶ Leadership Seminar

JANUARY ↔ APRIL

- ▶ Ethics in luxury marketing
- ▶ Luxury experience in retail
- ▶ Luxury experience trough communication
- ▶ Product and collection design
- ▶ Managing Luxury Wines and Spirits
- ▶ Luxury Brand Challenge
- ▶ Shape your Career
- ▶ Final Simulation

### PROFESSIONAL EXPERIENCE

It can take the form of an internship (4-6 months), a job, the creation of a start-up company in France or abroad.

Academic research work

*Note: above information are subject to change in the course of the year.*

## PROGRAMME HIGHLIGHTS



### EXPERIENTIAL AND IMMERSIVE APPROACH

This MSc mobilises several innovative pedagogical methods best suited to the topics at hand, building on the engagement of marketing professionals and academic professors. The MSc Luxury Marketing combines academic lectures with Active Learning, including real-life case studies, company visits, guest speakers, and teamwork.

### PROFESSIONAL EXPERIENCE (4 TO 6 MONTHS)

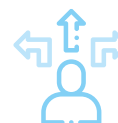


An essential opportunity to apply the theoretical and practical skills learned during the first two semesters in a professional environment. Students are free to carry out the internship in France or abroad, subject to approval by the internship director and based on its relevance to the MSc program and course content.

Examples of internships carried out by students after the MSc:

- ▶ Assistant Luxury Store Managers,
- ▶ Assistant Luxury Fashion Buyer,
- ▶ Assistant Luxury Event Manager,
- ▶ Assistant Product Manager.

## TAKING YOUR CAREER TO A NEW LEVEL



Luxury marketing offers exciting career opportunities.

It goes hand in hand with the desire to master heritage brands, and network with niche-market segments.

Careers in luxury marketing are challenging due to the exciting opportunities they provide for creativity, innovation, and leadership.

### A FEW OF THE POSSIBLE JOBS TO WHICH YOU CAN ASPIRE:

- ▶ Luxury Marketing Manager,
- ▶ Luxury Sales Advisor,
- ▶ Luxury Fashion Buyer,
- ▶ Luxury Retail Manager/Merchandiser,
- ▶ Luxury Store Manager,
- ▶ Luxury Junior/Senior Sales Advisor,
- ▶ Luxury Brand Manager,
- ▶ Luxury Visual Merchandiser,
- ▶ Customer Relationship Manager,
- ▶ Communication & Public Relations Manager in Luxury Industries,
- ▶ Luxury Consultant.