



Luxury Brand Management



ON-SITE COURSE



Credentials

Certificate of Achievement,
Credits: 2.5 ECTS / 1.5 US



Duration

Online sessions
+ 3 full days on campus



Language

Taught in English

Course Content

Class activities will include presentations from the professor and from guest speakers, field visits, case studies, workshops and participants groups' presentations.

The following themes are covered in the course:

1.

Key Facets of Luxury Brands

2.

Luxury Market Trends

3.

Luxury Consumers Motives and Behaviors

4.

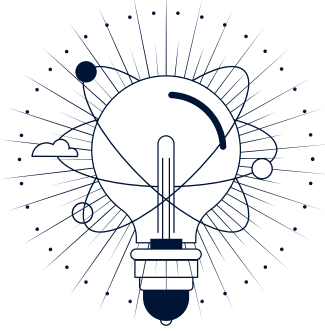
Developing Luxury Brand Equity

5.

Luxury Communication

6.

Luxury Brand Authenticity



Learning objectives

1.

Identify the key facets of a luxury brand strategy and differentiate a luxury strategy from a fashion or premium strategy.

2.

Analyze luxury branding initiatives and luxury communication campaigns.

3.

Develop innovative solutions to implement luxury brand strategies in terms of product, price, distribution and communication.



Key takeaways

Understand strengths and weaknesses, opportunities and challenges of luxury brand strategies

Identify specific needs of luxury clients and be able to use appropriate frameworks to conceive service offers with a particular focus on the luxury hospitality industry.

Be able to analyze a luxury brand's communication needs and propose added Integrated Marketing Communications (IMC) solutions

Knowledgeably adapt business and marketing strategies to changing consumer needs & wants, evolving consumer demographics as well as disruptive luxury industry trends.