

# PROFILE & SKILLS

## INTERNATIONAL MASTER IN LUXURY MARKETING

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### WHAT IS THE PROFILE OF THE STUDENT IN MASTER LUXURY MARKETING?

International Master in Luxury Marketing students follow a 12 month full-time course and a 5 month internship which allows them to acquire a global understanding of the luxury world and its challenges.

**Throughout their education at CREA, students get acquainted to the fundamentals of Marketing, Management, Digital, Communication and Strategy.** They are trained to a methodology of reflection which allows them to deal with various topics at the same time; they have a good learning experience of the luxury environment as such. Special focus is on luxury codes and knowledge of all processes behind with a deep understanding of marketing strategies, digital landscape expertise and a good sense and feel of the luxury world (hard luxury and experiential luxury).

**At the end of the 12 first month of full-time education, the students have a 5 month mandatory internship or employment (at 100%) to complete their training.** The duration of the internships is 5 months minimum, to be discussed with the students. Internships are remunerated.

**At the end of their education and training, the students are able to become autonomous Luxury Project Managers or to engage on luxury brand development issues.**

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The Master in Luxury Marketing has been conceived to offer students a solid and accurate understanding of the Luxury world. In a fast moving environment where luxury borders are being challenged and blurred, this program gives a full understanding of the new dynamics applied to luxury. From a product excellence culture, luxury has shifted to a worldwide distribution and digital culture, where customer experience is key and distribution networks are strongly connected.

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**Students will be able to carry out the following projects within your company/organization: Sales, Marketing, Brand, Product, PR and exhibition management, Visual Merchandising.**

In semester 1, they approach the general knowledge and fundamentals of culture and creation, marketing strategies and consumer's journey then in semester 2, thanks to thematic weeks they go deeper in each topic also approaching finance, legal and personal development topics.

### **BRANDING & IMAGE**

- Marketing fundamentals and Luxury Marketing
- Brand management
- Brand extension and Licensing
- Product Management
- From local into global and vice versa
- Environmental and corporate social responsibility
- Communication
- Semiotics and luxury codes
- Advertising and PR
- Media planning
- Leadership & Personal development

### **CULTURE AND CREATION**

- Luxury culture
- Art and luxury anthropology
- Trends and consumers
- Creative brief
- Collection structure
- The vocabulary of luxury
- Techniques and expertise
- Luxury geopolitics
- Luxury economics and the new luxury consumers according to geograph

### **CONNECTED CONSUMER EXPERIENCE**

#### **Distribution:**

- Multi channel, flagship
- Retail management
- Sales excellence
- Visual merchandising
- Rituals according to distribution and area of business

#### **Connected consumers:**

- Traditional and new generation
- Sociological behavior
- Qualitative studies
- Digital
- E-business
- Social networks
- CRM
- Bespoke services

**REMUNERATION:** Paid internship.