

The background of the entire page is a dark, almost black, space filled with numerous small, golden-yellow bubbles of varying sizes. The bubbles are scattered throughout, creating a sense of depth and movement, similar to a carbonated beverage or a microscopic view of a liquid.

MARKETING OF LUXURY GOODS

Nowadays, luxury brands require a new breed of managers, capable to manage both business and creative imperatives, and talent. The goal of the program is to help participants to develop a global vision of the business, some solid marketing & managerial abilities combined with the capacity to dialog with innovation & creativity.

THE STRUCTURE

The Master is focusing on the Luxury industry in a transversal way from Fashion & Accessories, to Watches & Jewellery, Cosmetics, Food, Spirits & Beverage, to Luxury Hospitality, Yachting & Automotive, etc.

The Master is divided into 3 main periods.

- The first period focuses on the luxury industry fundamentals (marketing, finance & accounting, business planning) and international luxury market trends and challenges.
- The second period is comprised of 5 distinct workshops (envisioning luxury, brand management, multi-channel strategy, project management and communication luxury), during which students carry out projects for companies operating in the luxury sector.
- The third phase is dedicated to the Final master project.

THE AUDIENCE

The Master is targeted at graduates in creative disciplines willing to acquire marketing and business management skills as well as in business and social sciences graduates who wish to deepen their knowledge of the sector. All applicants should have a strong motivation towards the luxury environment.

THE FUTURE

Participants will find career opportunities as product managers, brand managers, marketing managers, communication managers, business development manager and also consultants in companies dealing with luxury and lifestyle product and services.

LANGUAGE

English. Some lectures may be simultaneously translated from Italian into English

DURATION

12 months

INFORMATION

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