

MSC LUXURY MARKETING IN A SUSTAINABLE WORLD



PROGRAMME OVERVIEW

Consistent with the core values of MBS and the transition to a more sustainable world, this specialisation aims to prepare and train future responsible leaders in luxury marketing. Studying luxury marketing in France, home to famous luxury brands (e.g., Hermes, Louis Vuitton, Dior, and Chanel), and the Montpellier region, with its rich tradition in tourism, hospitality, and wines and food, is a great choice for those aspiring to learn more about French excellence and “savoir faire” and how to market luxury products in a sustainable world.



ACCESS

3 or 4 year university degree



DIPLOMA

MSc



LEVEL

Bac +5
(5-year university degree)



RHYTHM

Full time



INTAKE

September
Or
January



LANGUAGE

English

OBJECTIVES:

- Understand and apply marketing strategies and tactics to successfully manage a luxury brand.
- Learn the principles of French excellence and savoir-faire in manufacturing luxury products and apply this knowledge to promote and sell luxury products, both online and offline.
- Understand the challenges facing the luxury industry in terms of sustainability and responsibility.
- Develop the ability to propose creative and innovative solutions, which is an essential and highly-valued skill in the luxury industry.



CAREER

- Luxury Brand Manager
- Luxury Goods Product Manager
- Luxury Retail Merchandiser
- Luxury Marketing Communications & Public Relations Manager
- Digital Marketer in the Luxury Industry
- Storyteller for Luxury Brands



MSc LUXURY MARKETING IN A SUSTAINABLE WORLD : WHY CHOOSE THIS MSc?

Discover the MSc Luxury Marketing in a Sustainable World at MBS



“Consistent with the core values of MBS and the transition to a more sustainable world, this MSc programme aims to prepare responsible leaders in luxury marketing. Studying luxury marketing in France, home to famous luxury brands, and in the Montpellier region in particular, with its rich tradition in tourism, hospitality, and gastronomy, is a natural choice for those aspiring to have a career in the luxury industry. You will explore the principles of French excellence and savoir-faire and use this knowledge to promote and sell luxury products and services. Last but not least, you will join a school with strong values – ethics, openness, inclusiveness, sensitivity to societal and environmental challenges – and integrate these core values to your curriculum through dedicated courses. Ready to start the adventure? ”

 Dr Niek Althuisen

Dr Niek Althuisen
Head of the Programme



PEDAGOGICAL PROGRAMME

↓ 1-year MSc

For students with a four-year degree. If you have a three-year degree, the 2-year MSc programme is for you.

(If you need further details on the content of each module, please feel free to contact us).

FIRST SEMESTER

MANDATORY

- French Excellence & Savoir Faire
- Luxury Brand Management
- Customer Experience Management (CEM/CXM) and Omnichannel strategy
- Hospitality & Tourism: actors, markets, and business models
- Business Ethics & Sustainability
- Design thinking
- Data Analytics for marketing
- Research methodology

OTHER SKILLS

- Power platform by Microsoft
- Soft skills

SECOND SEMESTER

MANDATORY

- Marketing Challenge
- Pricing and value creation
- Inside the Luxury Industry
- Storytelling in the digital era
- Graphic and web design & Brand Communication
- Digital and Social Media Marketing
- Luxury Retail Management
- Research methods in Marketing

TWO ELECTIVE COURSES

- Advanced digital metrics
- CRM and big data
- Aviation: Understanding the challenges of the aviation industry
- Digital marketing law
- Luxury Attitude (certificate)
- Sustainability in the Tourism Industry

↓ 2-year MSc



DOWNLOAD OUR BROCHURE

Need **more information** on this programme (course, calendar...) ? Download the MSc brochure.

 **DOWNLOAD OUR BROCHURE**

FREE TRAINING SESSION TO HELP YOU PREPARE THE INTERNATIONAL EXAM

The training sessions are free and will help you to prepare yourself for the international admission exam. They are common to all of our programmes (Bachelor Programme, Master in Management Programme, Masters of Science Programmes)

Wednesday, January 17 2024	<u>Registration 4pm-5:30pm (CET)</u>
Wednesday, February 28 2024	<u>Registration 4pm-5:30pm (CET)</u>
Wednesday, March 27 2024	<u>Registration 4pm-5:30pm (CET)</u>
Wednesday, April 24 2024	<u>Registration 4pm-5:30pm (CET)</u>
Wednesday, May 22 2024	<u>Registration 4pm-5:30pm (CET)</u>

TOOL BOX

Discover our MSC Tool Box, including a presentation of each test as well as exercises and solutions to train for the 2024 competition !

 **DOWNLOAD OUR TOOL BOX**

