

**MAJOR :  
INTERNATIONAL LUXURY  
MANAGEMENT**

Campus : Paris

 Full Track English

 Alternance

**Description of the major :**

The Major provides the necessary framework and knowledge to deeply understand the domain of luxury in its several aspects and undergoing changes, putting consumer behaviour and experience at the heart..

**Program content :**

- [Module 1 : Understanding & Activating Luxury](#) : Origins & History of Luxury - Growing & Developing Luxury Brands - Consumer Behaviour in Luxury
- [Module 2 : Luxury Experience Management](#) : Customer Experience in Luxury -The 4Es -E-movie Learning Luxury attitude
- [Module 3 : Communications & Events in the Luxury Sector](#) : Art & Luxury - From Brand Content to Art Collaborations - Luxury Digitalisation - Social Media Challenges for the Luxury sector
- [Module 4 : Strategic Issues in the Luxury Sector](#): Brand Equity Management -Corporate Social Responsibility - Niche Luxury or the Power of Luxury Brands

**Targeted trades:**

- Merchandising Planner
- Digital & E-commerce Manager
- RP & Communication Manager
- Retail / Sales Manager
- Events Manager
- Brand Manager

**Coordinator of the major :**

- Paris : Monica BENZI