

SP4 LUXURY BRAND COMMUNICATION & MARKETING

455 HOURS | 60 ECTS CREDITS | OVERALL COURSE | STUDENTS NUMBER : 15 MIN - 40 MAX
CERTIFIED BY THE FRENCH GOVERNMENT AFTER VALIDATION OF A 5TH YEAR LEV.7
RNCP TITLE : MANAGER DE LA COMMUNICATION ET DU MARKETING
RNCP CODE 34492 | CERTIFICATE CODE 16X32020
PROFESSIONAL INTEGRATION RATE – 90%* | GRADUATION RATE – 98%*



PARIS | WORK STUDY PROGRAM
ACCESS TO HANDICAP COURSE 
EDUCATION PRICE :

FULL TIME PROGRAM : 9350€ / WORK STUDY : 9650€

France is a clear world leader in all things luxury making a Luxury Brand Communication program a perfect fit with its Paris location and its connections with industry professionals.

— MAIN SUBJECTS

- Marketing strategies
- Strategic Design
- Luxury Brand Management
- Trade Marketing & CRM
- Merchandising strategy
- Event management
- Communication, PR & Sponsoring
- Scenography in advertising

— GOALS, SKILLS AND ABILITIES

To perfectly master technics and high standards of Luxury

This program teaches students to define a corporate business strategy and to coordinate the implementation of marketing and communication actions using the specific codes of the luxury sector. Recruiters are thrilled that our graduates have mastered, by the end of this program, the codes and specific tools used across all luxury brand markets. This 4th year program is the first step into the world of luxury. It explores various topics such as brand management, product development, media and strategic planning, digital marketing, public relations, merchandising, event planning through the lens of luxury brands. There is a strong focus on fashion, fashion accessories, and watches with courses dedicated to the Luxury hotels sector as well. Other topics include design, well-being and, of course, the food industry (wine and champagne).

This program taught completely in English is delivered by professionals working in the luxury field both in France and abroad which allows our students a behind the scenes view of a luxury workplace and while at the same time building their professional network. Our alumni are working in world-renowned luxury brands and boutique agencies specialized in the luxury sector.

— EVALUATION AND TEACHING INNOVATIONS

Your 60 ECTS accreditation is obtained through different types of evaluations (study cases, workshops, quizzes...). An internship or apprenticeship depending on your program is also required.

Competitions

One of our students' favourite moments of the school year is the final competition. For more than a week, students, working in interdisciplinary groups, work on a practical case presented by a large advertiser or a large agency, to answer a specific strategic, marketing or creative problem. Creative students, strategists, PR, media and digital specialists all work together with the goal of using their various skills to create a real solution of professional quality.

Thesis

This working paper completes the training period for the SP4 students in the different international programs in Paris, London, San Francisco and New-York. This is a written evaluation that will validate their research, strategic and analytic skills.

LEARN MORE

Intake in September

Classes : September to August

Rythm : 3 days at school / 2 days at work

Pre-requisites

- Bac+3 (180 ECTS) or a certification of level 6 or equal, as a priority in the communication, marketing, management fields and fulfill the entry tests.
- Have a good level in English, justified by a TOEIC 680 or recognized certificate (B2 level minimum).

Our added value

Professional support

Students can find their internship with the help of our Career Center. They help them with coaching, resume writing, job search.

Quality speakers

The classes are all led by professionals from the communication, marketing or creative sector. Emphasis is placed on immersive or reverse pedagogy.

Careers

- Sales manager
- Director of Marketing
- Trends researcher
- Brand Manager

Studies pursuit privileged

- SP5 Luxury brand communication & marketing