



# LUXURY, ART AND FASHION MARKETING

RECOGNIZED BY THE FRENCH GOVERNMENT NIV.1 (FR) – NIV.7 (EU) | 455 HOURS | 60 ECTS CREDITS  
RNCP TITLE : MANAGER MARKETING ET COMMERCIAL  
OPTION LUXURY, ART AND FASHION MARKETING  
OVERALL COURSE | STUDENTS NUMBER : AROUND 40  
GRADUATION RATE – 100%

NEW-YORK | FULL-TIME PROGRAM  
ACCESS TO HANDICAP COURSE   
RNCP CODE 23639 | CPF CODE 248171  
EDUCATION PRICE – 10 350€

New-York is world-renowned for luxury, making it the perfect place to learn about this market : its history, codes and values through classes and projects as well as visits.

## – MAIN SUBJECTS

- Fashion, Beauty & Luxury markets in the US
- Leadership Skills for the Fashion Industry
- Creative Communication for Luxury Brands
- Digital Marketing in Fashion, Luxury & Arts
- Entrepreneurship in Luxury & Arts

## – GOALS, SKILLS AND ABILITIES

Marketing luxury products and services presents a number of unique challenges, including the nature of the target market, the importance of establishing a strong relationship with customers, the critical role of brand image and the nature of the distribution system. Where once luxury marketing focused on print media and unilateral broadcasts by a brand, today it seeks to create a dialogue between brand and consumer. Traditional media, remain in effect, but the digital and non-media strategies such as sponsoring and events have developed significantly. Confronted with these changes and new technologies, the luxury industry is developing new strategies, in terms of digital, connected objects or experiential merchandising.

This new program developed by Sup de Pub and the ESCE with our partner Baruch College aims to cover all the communication aspects of luxury sector to allow our students to fully understand the evolving luxury market our program covers a diverse array of topics including: American Luxury Markets, Creative Communication, Digital Marketing, Entrepreneurship and Leadership Skills with specific focus on their application in the luxury sector; particularly in the areas of fashion and the arts

At the end of their Master, students can follow our Digital MBA Management, a 100% online training that gives all the keys to manage and build a society !

## – EVALUATION AND TEACHING INNOVATIONS

### Capstone Project

At the end of the 5th year, the students must defend before a committee, a capstone Project in order to graduate whether they studied in France or abroad. The best professional projects benefit from one year of hosting within the INSEEC Group business incubator and two other specialists incubators.

## LEARN MORE

### *Intake in September*

**Cours** : september to january

**Internship** : february to july

**Defense of the Capstone Project** : september

### *Pre-requisites*

Bac+4 or equivalent (VAP\*), TOEIC 700, TOEFL 79, IELTS 6.5, a good general culture, to be in constant watch over the news.

### *Our added value*

#### **The Career Center**

Students can find their internship thanks to the Career center. They help them for interview 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*

- Director of Communication (internal and external)
- Sales Manager
- Marketing Director
- Media Planner
- Strategic Planner
- Community manager
- Strategic Planner