



LUXURY BRAND COMMUNICATION & MARKETING

RECOGNIZED BY THE FRENCH GOVERNMENT NIV.1 (FR) – NIV.7 (EU) | 455 HOURS | 60 ECTS CREDITS
RNCP TITLE : MANAGER DE LA COMMUNICATION ET STRATÉGIE DIGITALE
OPTION LUXURY BRAND COMMUNICATION & MARKETING
OVERALL COURSE | STUDENTS NUMBER : AROUND 40
GRADUATION RATE – 100%

PARIS | WORK-LINED TRAINING*
ACCESS TO HANDICAP COURSE &
RNCP CODE 23639 | CPF CODE 248171
EDUCATION PRICE – 9 850€

Paris 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

- Brand management
- Trade Marketing & CRM
- Marketing Strategies
- PR & Sponsoring
- Luxury Product Development & Innovation
- Event Management
- Sustainable Luxury

– GOALS, SKILLS AND ABILITIES

INSEEC School of Communication has developed a specialized program in this sector to train students to define a corporate business strategy and to coordinate the implementation of marketing and communication actions using the specific codes that belong to the luxury sector. It explores various topics such as product development, brand management, media and strategic planning, digital marketing, public relations, merchandising, event planning through the lens of luxury brands.

Taught completely in English, this Luxury Brand Communication program is the first step into the world of luxury since it opens the doors of both luxury companies & creative agencies worldwide. All of our lecturers are professionals working in the luxury field both in France and abroad. This allows our students to have a behind the scenes view of a luxury workplace as well as build their professional networks.

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

Start-up 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, TOEIC 680, B2 Level, 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)
- Social Media Manager
- Sales manager
- Marketing director
- Media Planner
- Strategic Planner