

SP4 LUXURY BRAND MARKETING & COMMUNICATION (ENGLISH TRACK)

RNCP : RESPONSABLE DE LA COMMUNICATION (EN COURS D'INSTRUCTION)

SP5

24 MONTHS PROGRAM, LEVEL 7 CERTIFICATION
910 HOURS | 120 ECTS CREDITS | GROUP OF 15 TO 39
OCCUPATIONAL INTEGRATION RATE - 84%* | DIPLOMATION RATE - 96%
ACCESSIBLE PROGRAM FOR PERSON WITH DISABILITIES ♿

	PARIS
WORK-STUDY PROGRAM - 24 MONTHS	21 450 €
SP4 FULL-TIME PROGRAM	9 950 €
PARALLEL ADMISSION : SP5 WORK-STUDY	10 950 €
PARALLEL ADMISSION : SP5 FULL-TIME	10 450 €

Luxury business is one the most attractive industries today with an outstanding growth and a 380 billions euros forecast in turnover within 2025. Luxury brands are very expanded and diverse : fashion, beauty, jewelry, automotive, real estate, arts, travel and also a lot of various services.

Students learn to use common verticals to all those industries by paying attention to details, esthetic matters and concept refinement. Luxury brands run effective strategies based on scarcity and selectivity and intend to always renew their approach to adapt and even to anticipate customers' habits, more demanding and more connected.

– GOALS, SKILLS & KNOWLEDGES

> Analyzing and understanding specific context for luxury markets

Anticipate new trends and new behaviors of audiences and consumers in the luxury industry to adapt brand strategy according to active benchmarking and networking. Students learn how to establish a full diagnostic of environment, risks and opportunities.

> Design and implement a marketing strategy for luxury brands

Design a proper strategy for specific luxury markets thanks to competition and environment analysis. Students learn how to position a brand on the market and to create differentiating offers and brand preferences according to different target groups.

> Design and implement an advertisement strategy

Imagine and deploy a full campaign of communication in line with marketing strategy on various offline and online channels. Students learn how to improve acquisition and retention performances, the crux point for luxury brands.

> Manage teams and run communication projects

Students learn how to adopt the proper behavior and posture by managing a complete team with various skills and levels of experience. Select and follow up main key performance indicators is also included in the program.

> Propose a creative and efficient customer experience

Create and improve a premium experience for customers in accordance with brand image and communication plan. Measure contact and selling points to optimize distribution and web to store processes. Contribute to customer care and promotion policy in order to develop an outstanding experience and improve customer loyalty.

> Impulse communication strategy on a long term view

Students get a first approach of fine tuning and managing large projects and teams including specific medias and channels dedicated to luxury industry. They fully understand the global.

FIND OUT MORE

Starting time : September

Alternation (work-study program) : during 24 months (see the alternation schedules on supdepub.fr).

Prerequisites

Have a good level in English, justified by a TOEIC 680 or recognized certificate (B2 level minimum).

For the 4th year : Validated Bac+3 (180 ECTS credits) or, a bachelor's degree or equal, primarily in the fields of communication, marketing or digital and fulfill the entry tests (or equal for the International students).

For the 5th year : Validated Bac +4 (240 ECTS credits) or a certification level 6 or equal, primarily in the fields of communication, marketing or digital and fulfill the entry tests (or equal for the International students).

What makes the difference ?

Personal coaching

The Job & Career center assists students on a day-to-day basis to find their mission in the right company and help them to sign their "alternance" contract, full-time or part-time. Experts in various domains also coach students for writing Resume and cover letters or for running interviews.

Live immersion

This program is based on active learning and immersive pedagogy that includes innovative sessions such as masterclass, visit, Bootcamp or hackathon.

High level teachers and specialists

All teachers, coaches and experts have been carefully recruited for their knowledge and their experience in communication, marketing or creation. They often also run their own agencies or work for big advertisers and they are fully related to the real business world.

Units of competency of the diploma

Unit 1 - Analysing and understanding the company's market

Unit 2 - Developing and managing a brand's marketing strategy

Unit 3 - Planning and executing a communication strategy

Unit 4 - Managing and reviewing the performance of marketing and/or communication actions

Unit 5 - Luxury marketing and communication

– MAIN COURSES / ACTIVITIES

First year (SP4)

455H - 60 ECTS

- Brand management
- Luxury industry : actors and stakes
- History and codes of luxury
- Luxury and new medias
- Luxury international Marketing
- Multi channel strategy and customer experience
- Digital change in luxury industry
- Brand content and storytelling of luxury brands
- Wording and writing for luxury brands
- Merchandising / e-merchandising
- Photoshop and InDesign
- Video creation and post production
- PR and event in the luxury industry
- Social media
- New trends and lifestyle
- Collaborative business in luxury
- Intercultural Management

Second year (SP5)

455H - 60 ECTS

- Luxury e-commerce strategy
- AI and Metaverse in fashion and luxury industry
- Data mining and customer relation management
- Digital campaigns activation & content creation
- Event project management
- User experience and luxury brands

– LEARNING INNOVATIONS AND ASSESSMENT

120 ECTS credits are requested to be graduated through several evaluation processes : case studies, workshops, serious games, surveys, competitions... The time spent in working environment is also assessed by mentors on a regular basis to help students to achieve their goals and develop their skills.

Challenge / Competition

This is another advantage to take part once a year to a big communication challenge involving all students of the school. During two weeks, students, organized by agencies, work on delivering a full campaign according to the brief of a real advertiser from various businesses such as food, fashion, health, travel or services.. They practice in a real life context all the knowledge they need to develop. At the end of the second week, a show is organized to vote for the best proposal .

Grand oral

This is a peak time at the end of the year. students present and defend their point of vue front of a jury composed of communication and marketing experts. Themes and subjects are renewed each year according to new trends.

Entrepreneurship : create your start-up

All over the year, students have the opportunity to create their own start up project, real or fictive. They experience all stages for creating a new online business from strategy and business plan to operations, tools or project management. If desired, Best projects could be integrated to Omnes Education incubation center in order to be assisted in the empowerment of their concept.

– CAREER AND JOB OPPORTUNITIES

(Yearly raw income : 28 - 34k€)

- Head of communication
- Head of marketing
- PR manager
- Press manager
- Event manager
- Brand manager
- Product manager