USII14 - The Fashion Luxury Market

Présentation

Prérequis

- Bachelor’s Degree holder or equivalent
- 3 years of professional experience
- Proficiency in English: (TOEFL IBT 90 or IELTS: 6.5 or TOEIC 800)
- This module is in the MBA study track: Luxury & Creative Industry Management

Objectifs pédagogiques

- To identify the economic, cultural, and social factors influencing the evolution and transformation of the macroenvironment of the luxury market from a global perspective
- To identify the social characteristics of the target consumers in luxury markets.
- To analyze the purchasing habits and evolving product/service expectations of consumers in the luxury market.
- To analyze and decode the DNA of luxury brands.
- To provide an overview and identify major trends in the extensions of luxury brands into related sectors such as hospitality, food, decoration, cosmetics, and restaurants.

Programme

Contenu

This module determine the structure of luxury markets according to geographic regions (Europe, Asia (Japan, China, and Korea), the Middle East, and the Americas (North and South America)) by highlighting the unique characteristics of these markets. A zoom in the The Fashion Luxury Market will be identify the main players and their distinctive features in these targeted markets.

Modalités de validation

- Contrôle continu
- Projet(s)

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Code : USII14

Unité spécifique de type cours

3 crédits

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