USII17 - Marketing Luxury Customer Experience

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: Fashion Management

Objectifs pédagogiques

- To build identity, events, and relationships within the specific context of the luxury sector.
- To deploy a 360-degree digital communication strategy, incorporating the role of influence communication
- To design events that align with the brand image.
- To plan an event from A to Z, taking into account logistics, budget, and creative aspects.
- To explore the emotions and feelings experienced by a customer before, during, and after purchasing a luxury product, both online and offline.
- To define merchandising as a key player in this "customer journey," examining new in-store practices that reinvent the luxury brand experience at the point of sale.
- To explore new digital experiences and AI innovations offered by luxury brands.

Programme

Contenu

This module gains a comprehensive understanding of global distribution and new concepts for the development of luxury brands internationally.

Modalités de validation

- Contrôle continu
- Projet(s)

Mis à jour le 17-11-2026

Code : USII17

Unité spécifique de type cours

3 crédits

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