



**NEW START4U CIC**  
024 7767 1470  
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12-14 Riley Square,  
Coventry CV2 1LX, UK

# **MA Luxury Brand Management**

**London Campus**

**Level of study: Postgraduate**

**Mode of study: Full-time**

**Duration: 1 year**

## **Overview**

The programme aims to develop an innovative approach to the professional luxury brand management of luxury consumable goods (cars, cosmetics, drinks, fashion, fragrances, handbags, jewellery, luggage, yachts and watches). The programme provides you with the critical knowledge and awareness of the complex issues involved in the luxury consumable goods sector in the 21st century, working on concepts and platforms such as brand management, marketing, advertising and social media.

## **Key facts**

- . Develop your skills in enterprise and leadership in the growing luxury brand sector
- . Enhance your understanding of the production, distribution and strategic positioning of luxury goods

The programme includes a live project, giving you a hands-on experience with a luxury brand company based on real-life situations. . Prepare yourself for managerial roles in the luxury brand industry. Also available as MSc Luxury Brand Management with Advanced Practice

## **Course information**

**Level of study: Postgraduate**

**Fees: contact us to find about current fees and student finance support**

**Entry requirements: 2:2 (second class) honours or equivalent from a recognised university in any subject IELTS 6.5 (or above) with no single element below 5.5 or equivalent .**

**English language requirements: IELTS 6.5 (or above) with no single element below 5.5 or equivalent Mode of study: Full-time**

**Duration: 1 year**

**Assessment methods: Coursework**

**Scholarships or bursaries: available**

**Student finance: available**



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**Payment plan: available**

**Starts: Jan, Sep,**

**Next application deadline: 26 August 2019**

### **About this course:**

#### **What will I study?**

The programme aims to develop an innovative approach to the professional luxury brand management of luxury consumable goods (cars, cosmetics, drinks, fashion, fragrances, handbags, jewellery, luggage, yachts and watches). The programme provides you with the critical knowledge and awareness of the complex issues involved in the luxury consumable goods sector in the 21st century, working on concepts and platforms such as brand management, marketing, advertising and social media.

This programme is also available as MA Luxury Brand Management with Advanced Practice which includes either an internship, consultancy project or research project.

Through a combination of research-informed teaching and learning, you will gain understanding of the production, distribution and consumption of luxury goods with reference to the circular economy, all seen through the dependent role of the luxury brand manager. The programme also includes ethics, corporate social responsibility, enterprise and leadership, equipping you with a range of skills which could enable you to take on both creative as well as management positions in the luxury goods industry.

The programme is delivered by faculty staff that are internationally recognised for their cutting-edge research and publications, and those with direct industry experience. The course applies academic theory to a range of luxury industry global problems, providing you with the skills and confidence to work effectively in delivering change as professionals working within the luxury goods industry. This explicit industry focus maximises employability for graduates in any aspects of the luxury goods sector.

#### **Teaching and learning**

The programme is designed to promote research-rich learning and to be responsive to your needs in providing a learning environment that is both challenging and supportive. It is designed to develop your understanding of the connections between luxury brand theory, luxury goods research and luxury sector ethical working practices, enabling you to engage with contemporary debates and trends. You will draw on lectures and seminars which will support you to explore and to undertake research in the discipline through critically evaluating the research and approaches of the sector.

The learning and teaching philosophy is to promote independent and critical thinking to enable you to have developed the skills and confidence to design, execute and write up an original piece of empirically informed research. You will learn to understand the importance of mapping research methodologies against research questions. Discussion is also an important part of the learning process and you will be encouraged to develop your communication skills by taking an active part in seminars, including undertaking any pre-reading required. There are opportunities for visits and discussions with industry practitioners through the live industry project.



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The dissertation module provides an opportunity for you to put learning into practice by designing, executing and writing up an original piece of research on a topic negotiated between you and your dissertation supervisor.

### **How will I be taught and assessed?**

Teaching on this programme is delivered through a mix of lectures and seminars, totalling around 9-12 hours per week. You will also be expected to engage in independent study involving directed and self-directed learning, around 44 hours per week.

Assessment is based on coursework. This includes presentations, portfolios, reports and case studies, giving you multiple methods to show your understanding of the course material.

Technology Enhanced Learning (TEL) is embedded throughout the course with tools such as the 'Blackboard' eLearning Portal and electronic reading lists that will guide your preparation for seminars and independent research.

### **Careers and further study**

The programme focuses on developing practical and employer-facing competencies particularly through the 'live project' module plus a range of entrepreneurial management skills embedded in all modules.

The programme encourages the development of the entrepreneurial behaviours such as setting clear goals that you need to enter and succeed in your future career aspirations, including becoming global luxury brand managers who are critical and independent thinkers and not afraid to ask the big and, often challenging questions.

Upon successfully completing your course, you may undertake further professional development and training through Professional Pathways programmes.

The programme is designed to increase employability skills through the acquisition of new knowledge that has direct applicability to the workplace. There is the opportunity throughout the programme for students to apply knowledge to workplace situations via the luxury brand project where you will develop practical applications to complex and unpredictable problems.

### **Entry requirements**

Applicants should have the following:

Academic requirements

. Minimum 2:2 (second class) honours degree or equivalent from a recognised university in any subject

If you don't meet the academic requirements Applicants with non-standard prior learning and or relevant work experience and training are encouraged to apply. A CV (curriculum vitae) made up of prior work experience and training would need to be submitted for consideration by our faculty alongside the standard application. Candidates coming through the non-standard route, such as through relevant work experience or old qualifications, will be invited to discuss their application.

All applications will be considered on an individual basis.



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Alternatively, you may also be eligible for our Pre-Masters courses. These are pathway programmes designed specifically for students who are looking to progress on to a Masters degree.

### **English language requirements**

Students require IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

If you have IELTS 5.5 – 6.0, you may be eligible to join our Pre-Sessional English before starting this programme.

### **Modules**

All modules on this course are core.

#### **LD7021 - Luxury Brand Management (30 credits)**

In studying this module you will learn about the concept, application, marketing and management of luxury brands in relation to contemporary global brand markets, production and consumption patterns. The module combines critical, conceptual, applied and strategic approaches to the subject and practice of luxury brand management, communication and advertising, establishing consumer loyalty, and distribution.

Additionally, you will critically engage with luxury brands across numerous platforms. Finally, you will analyse luxury brands and their strategic management within a contemporary global context and gain an understanding of their marketing and consumption within comparative international markets.

#### **LD7022 - Luxury Brand Value (30 credits)**

The module develops a theoretical exploration of what is value within a Luxury Brand as a key component of the global luxury goods marketplace. It will explore value in global luxury brand management across the spectrum of design, consumer experience and global marketing. This will involve a critical investigation of 'value' in luxury brands and their relationship between linking product, communication and marketing through management.

#### **LD7023 - Luxury Industry Project (30 credits)**

This module provides you with a critical understanding of luxury brand management in the context of contemporary theories, practices, trends and work patterns that have developed within the luxury consumer goods sector. Initial lectures examine issues such as the context of the luxury consumer goods industries, the characteristics of luxury brand

products, the day to day issues of the luxury industries with a specific focus on the political economy of luxury brands, the role of audiences in consuming luxury products and the main trends in the luxury consumer goods industries.

The project then involves a case study in the luxury consumer goods industry. You are set an industry related brief to work as part of a live project with a luxury brand company.

#### **LD7002 - Design Process (30 credits)**



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You will learn concepts, methods and principles aligned with three knowledge portfolios: action research and reflective practice, cross cultural collaboration, innovation and enterprise. You will learn about action research methods and will build your own action research process models and recording templates that you will apply in practice to facilitate your development as a reflective practitioner. You will also learn about theories of enterprise and innovation and will apply this knowledge by exploring business models and intellectual property.

### **Academic and Professional Development (0 credits)**

Through the content of the module you will be supported in your programme and the taught modules that constitute your programme through a series of lectures and seminars. The lectures allow for the dissemination of relevant information and links. The lecture slots include the involvement of the Programme Leader who will seek to engage the students and support and dissect you on a range of pastoral and professional issues. The seminar slots provide the key means to academic development and again are linked to the modules on your programme.

Generally the first semester is designed to provide information such as that associated with assessment feedback and to develop skills such as team working. The second semester is designed to provide information on professional activities such as professional body involvement and networking and to develop skills such as those associated with employability.

### **LD7026 - Luxury Brand Management Dissertation (60 credits)**

In this module, you will synthesise the learning from semesters 1 and 2 to create a written dissertation of 15000 words. The thesis will demonstrate that you recognise the value of luxury brand management within luxury brands and the luxury brand market. This will evidence an analysis of advanced academic research, debates, and the use of theories that demonstrate real world discipline, with specific value within a luxury brand context.

You will be expected to take an increasingly autonomous approach to your studies at this stage in developing, embedding and clarifying personally developed research theme, theories and experiences that will be realised through a thesis topic that outlines a luxury brand issue.

### **Fees and finance**

Tuition fees 2019/20

. UK/EU students: £6,990

. International students: £15,000

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.



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The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £100 for the duration of your studies should you choose to purchase any additional reading materials.