

Summer programme: Luxury Marketing

THE EXAMPLE OF FRENCH LUXURY BRANDS

25th June / 5th July 2019



PUBLIC: Master students

TEACHING LANGUAGE: English

Dates including final exam:

Tuesday 25th June - Friday 5th July 2019

Students will be expected to arrive in Rennes on Monday 24th at the latest and leave on the 5th mid-afternoon at the earliest.



PRE-REQUISITES:

- Successful completion of Bachelor's degree
- Marketing Fundamentals
- Strong command of spoken and written English



Application

REGISTRATION DEADLINE

1st April 2019

FEES 1 900€

APPLY

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Programme 30 teaching hours / 6 ECTS (3 US credits)

The objective of this course is to provide students with a good understanding of the specificities and current evolutions of Luxury Marketing. A specific focus will be placed on French luxury brands. This course does not aim to cover all aspects of luxury marketing, but to provide students with an in-depth understanding of some key issues.

As such, the module is designed to:

- provide students with the necessary knowledge and skills to understand the strategic role of design in the marketing processes of luxury goods and services,
- examine the formulation and implementation of marketing communications in respect of luxury companies,
- examine concepts, models and trends that impact luxury retail and customer experience in the retail environment.

TOPICS COVERED

- The antecedents of the consumption of luxury goods,
- Brand equity: the specificities of luxury brands,
- Design to convey corporate identity in luxury sectors,
- Design, brand and product positioning for luxury sectors,
- Symbolism and communication in the luxury sector,
- Managing customer experience in the luxury retail environment.

ASSESSMENT METHODS

Individual pre-reading assessment + final exam (individual)

FACULTY

A team of multicultural professors from Rennes School of Business.

INCLUDED IN THE PROGRAMME:

30 hours of classroom teaching
Teaching material
WiFi access inside school
Company visits (Rennes and Paris)
Transportation Rennes-Paris round trip
Accommodation for one night in Paris /double room only
Tour of Rennes
Welcome breakfast and farewell lunch

NOT INCLUDED IN THE PROGRAMME:

- Accommodation (a list of suggestions is sent to enrolled students)
- Meals - Transportation - Cultural visits - Insurance

