Summer programme: Luxury Marketing
THE EXAMPLE OF FRENCH LUXURY BRANDS
25th June / 5th July 2019

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.

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

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
laura.meunier@rennes-sb.com

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