

# MASTER OF SCIENCE

Luxury Management & Marketing



Branding & Communication

Which one should you choose?



## COMMON POINTS



Open to students with a Bac+4 or a Bac+3 degree (Bachelor's degree)



Available to both international and french students



Strong international focus



18 months of courses



Taught in English



Career support services



120 ECTS credits



At least one period abroad at a partner university



4-to-6-months internship in a company, either in France or internationally

## DIFFERENCES

**MSc in Luxury Management & Marketing**

**MSc in Branding & Communication**

### Program type



**Industry-focused specialization**, offering access to a wide range of career paths



**Profession-focused specialization**, applicable across multiple industries

### Key skills acquired



Luxury brand management, strategic marketing, high-end customer experience



Branding, communication strategies, digital branding, storytelling, advertising

### Curriculum



Luxury marketing, CRM, market research, consumer behavior, pricing, distribution strategies



Brand management, digital communication, social media, advertising, storytelling, brand design, purpose-driven branding, creative workshops (Penninghen)



Visits to partner companies, networking, hackatons, thesis projects, international immersion



Practical project with impact organizations, creative workshops, design thinking, creative immersion at Penninghen

### International experience



Multiple opportunities for mobility abroad: exchange programs in New York, Milan, Rome, London; Specialization semester in Perth, Australia



International semester in Europe at Polimi (Milan)

### Career opportunities



Luxury brand manager, Luxury marketing manager, Retail strategy manager, Luxury product manager, Luxury sector consultant



Brand manager, Communication manager, Digital brand strategist, Content & social media specialist, CSR & purpose-driven brand consultant



Focus on international marketing strategy in the luxury industry



Focus on global communication strategy, responsible branding, digital & social impact



**4-to-6-months internship in a luxury company**, practical projects in high-end product/service marketing



**4-to-6-months internship in any industry**, hands on projects with companies (entrepreneurial hackaton, brand innovation, etc.)

### The added bonus of this program



Opportunity for exclusive conferences with major luxury brands (e.g., Dior, Chanel, Cartier)



A uniquely positioned program where branding meets entrepreneurial mindset, ethics & purpose

To learn more about the Master of Science programs offered by emlyon, contact us at:



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