

# M.A. Luxury, Fashion & Sales Management

## 1<sup>st</sup> Semester

### Fundamentals of Luxury & Fashion Management

- Strategies, Markets & Players
- Consumer Behavior
- Trademark Law & Copyright

### Brand Management

- Brand Identity, Value & Pricing
- Brand Architecture
- Luxury Brand Communication, Media Planning & Controlling

### Design &

### Operations Management

- Industrial & Product Design
- Luxury & Fashion Buying
- Supply Chain & Operations Management

### Marketing Research

- Qualitative Market Research
- Advanced (Quantitative) Market Research
- Marketing Analytics & Data-driven Marketing

### Sales Management

- Sales Performance Management
- E-Tailing
- Recruitment & Training Strategies

## 2<sup>nd</sup> Semester

### Customer Experience Management

- CRM & Clienteling
- Architecture, Interior Design & Merchandising
- Creativity, Art & Luxury Event Management

### Leadership Skills

- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations
- Cross Cultural Leadership

### New Luxury Management

- Developing New Luxury Models: Design Thinking Method
- Digital Luxury
- Sustainable Luxury

### Market Research//Case

## 3<sup>rd</sup> Semester

### Study abroad

## 4<sup>th</sup> Semester

### Master's thesis

### » FAST TRACK

By opting for the Fast Track, you skip the semester abroad and reduce the duration of your internship. This enables you to complete your master's degree in three semesters with 90 ECTS. However, the Fast Track option does not offer the opportunity for an international double degree. For further details, please reach out to your study advisor.