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MSc FASHION AND LUXURY MARKETING



YORK ST JOHN UNIVERSITY'S NEW LONDON CAMPUS

Communicate. Connect. Create.

Experience is everything. Luxury marketing is all about how brands make people feel. Designed to support your career progression as well as your personal and professional development, this course builds your skills specifically in fashion and luxury-based marketing. You will develop a critical understanding of the dimensions, processes, opportunities and challenges faced by organisations that create, design, manufacture, distribute, market and sell goods and services in the competitive, fast-paced industries of luxury and fashion.

About the course.

Communication and connection are essential to the success of any luxury brand. Consumer behaviours are becoming ever more complex as people become more discerning and demanding of their products. Customer needs have changed in recent years, as consumers develop a more comprehensive awareness of issues such as sustainability, authenticity and transparency.

This MSc in Luxury and Fashion Marketing takes a contemporary and cutting-edge approach to Luxury and Fashion-based education. Addressing new trends in consumerism, it develops students who have an organisational focus upon today's consumers as they constantly re-evaluate their priorities and question what they truly value.

Covering the full breadth of the marketing mix, you will learn about the key methods brands use to make themselves stand out in this exclusive marketplace. You will discuss the impact of visual social networks, uncover the storytelling behind brands and discover the impact of online platforms on diversifying the world of sales. From experiential marketing through to the digital strategies that make the biggest splash in advertising today, this course is at the forefront of brand analysis.

You will explore best practice in areas such as new venture idea generation, legal establishment and protection, business funding and effective business planning.

Modules.

- The Business of Luxury and Fashion Marketing (15 credits)
- Theory and Practice of Experiential Luxury (15 credits)
- Fashion Buying, Merchandising and Logistics (15 credits)
- Global Trends and Developments in Luxury (15 credits)
- Industry Experience (15 credits)
- Luxury Brand Strategy (15 credits)
- Global Fashion Brands and Omnichannel Communications (15 credits)
- Fashion History and Contemporary Culture (15 credits)
- Fashion and Luxury Capstone Project (60 credits)

Entry requirements.

Applicants will normally have a minimum of a 2:2 Honours degree in a related discipline, but consideration may be given to applicants with a 2:2 Honours degree in any subject, as long as they have completed relevant work experience or can demonstrate strong insight into the area of study.

Students whose first language is not English will be required to achieve IELTS 6 or above with no less than Band 6 in any area, or equivalent.