



MSc IN

LUXURY MARKETING AND BRAND MANAGEMENT



Format: Full-time

Teaching language: English

Intake: September

Campus: Rennes or Paris

Duration: 1 or 2 years

Degrees awarded: Master of Science + Grade de Master
Diplôme Supérieur en
Management des Industries
Culturelles, Créatives et du Luxe
Level 7 RNCP Title No. 39274

MASTER YEAR 1 (M1)*

- > Introduction to Programming Language
- > Managing Diversity: Awareness and Action
- > Change Management in a Digital and Sustainable World
- > Statistics and Data Analysis
- > Open Strategy for an Uncertain World
- > Marketing Strategy
- > Insights into the Luxury Industry
- > Sustainable Management of Luxury and Fashion Events
- > Creating Intercultural Dialogue
- > The Psychology of Luxury Consumption and Consumer Decision Making
- > Visual Merchandising and Trade Marketing in Luxury
- > Services Marketing
- > Search Engine Optimisation
- > Introduction to Research Methods

LANGUAGES

- > French language and culture for non-fluent French speakers
- > Initiation to Spanish/Italian/Chinese/Arabic for fluent French speakers

PROFESSIONAL EXPERIENCE

- > 2-month internship minimum (in France or abroad)

MASTER YEAR 2 (M2)*

- > Corporate Responsibility in the Luxury Industry
- > Consumer Behaviour in a Sustainable Environment
- > Contemporary Brand Management
- > Digital and Influencer Marketing in the Luxury Industry
- > Luxury Marketing Strategy
- > Unframed Leadership and Collaborative Intelligence
- > Research Methods in Marketing
- > Contemporary Trends in the Luxury Industry
- > Learning Expedition
- > Advanced Brand Management
- > Omni-Channels in the Luxury Industry
- > Sustainable Design and Brand Identity in the Luxury Industry
- > Management of Sales in the Luxury Industry

RESEARCH

- > Graduating Project

PROFESSIONAL EXPERIENCE

- > 4-month internship minimum (in France or abroad)

* Courses subject to change



**RENNES
SCHOOL
OF BUSINESS**

UNFRAMED THINKING



Unlock your career potential with our Master of Science in Luxury Marketing and Brand Management, where you'll master sustainable luxury in the digital age. Learn from a distinguished blend of academics and industry experts from top luxury brands, gaining insider knowledge and expertise. Our versatile programme prepares you for success across various luxury and marketing sectors, ensuring you have the skills and insights needed to thrive in the competitive world of luxury marketing and brand management.

Join a community with over 100 nationalities, in a programme taught by international professors and industry experts!



CAREER OPPORTUNITIES

- Events Project Manager
- Product Planning Director
- Client Operation Manager
- Customer Community Consultant
- Hotel Manager
- Brand Manager
- Trade Marketing Executive
- E-retail Manager
- ...

ADMISSION

ADMISSION CRITERIA

ACADEMIC BACKGROUND

2-YEAR MSc (M1):

- 3-year bachelor's degree

1-YEAR MSc (M2):

- 4-year bachelor's degree or 3-year bachelor's degree with minimum 3 years of professional experience*

*VAPP process required

ENGLISH REQUIREMENT

- TOEIC score of **785**, IELTS score of **6.0**, TOEFL score of **80**, Cambridge **B2**, or completion of the last **two years** of education in English.

NB: An official test with a minimum score of TOEIC>800, TOEFL>80 or IELTS>6.5 is required for graduation

ADMISSION PROCESS

1. Apply Online

<https://apply.rennes-sb.com>

Submit scanned copies in English of your CV, a letter of recommendation and transcripts encompassing all years of your prior degree.

2. Online Interview

Eligible candidates will be invited to an online interview featuring pre-recorded questions.

CONTACT US

inquiries@rennes-sb.com



**FOR MORE INFORMATION
ON THE PROGRAMME**

SCAN QR CODE



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[rennes-sb.com](https://www.rennes-sb.com)

Rennes School of Business is a private higher education establishment (EESPIG) recognised by the French State.

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