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MBA
Luxury Brand
Marketing



At the forefront of luxury teaching and research, GCU London is delighted to offer the first **MBA in Luxury Brand Marketing** within the United Kingdom.



Programme aims

Luxury brand marketing is international, dynamic and innovative. It requires creative and entrepreneurial marketers capable of responding to the challenges and opportunities associated with managing global brands within fast-moving, highly competitive and diverse trading markets. The MBA in Luxury Brand Marketing provides an outstanding platform for career development in the global luxury sector.

Our philosophy is to provide an academically challenging and intellectually robust degree that enhances and develops students' brand marketing knowledge and skills. It draws from the latest research advances in strategy, brand management and luxury marketing.

The core values are to:

- take a strategic view of the nature, characteristics and business opportunities inherent to the luxury goods sector;
- make critically informed decisions vis-à-vis the effectiveness and efficiency of the marketing strategies of luxury brand companies;
- exhibit a clear, mature and strategic understanding of contemporary brand management approaches;
- credibly predict and prepare strategic responses to future developments within luxury brand management;
- adopt creative approaches to problem solving and luxury brand business development.

Course structure and module coverage

The programme structure is based upon 6 x 20 credit taught modules (with a Work based Project Module as an option) and a 60 credit dissertation.

Core modules

Trends and Developments in Luxury Global Consumption

Students will gain an in-depth knowledge of the structure of the luxury goods market, the prevailing business responses and the impact that market change may have upon future prospects and opportunities. Furthermore, students will develop appropriate techniques for the effective analysis and evaluation of consumer behaviour relative to luxury goods and services.

Strategic Management for the Luxury Goods Sector

This module provides a comprehensive coverage of the theories and concepts of strategic management. Starting with an analysis of the nature and purpose of strategy, the module then considers the strategy creation and implementation process within luxury businesses. A central consideration in this module will be the nature and characteristics of competitive differentiation and this will be considered from the perspective of brand marketing within the luxury sector.

Strategic Financial Management

This ten credit module, undertaken in combination with the module on Wealth Management and Personal Finance, provides students with a competent understanding of the nature and function of finance within a luxury business setting. The module critically reviews corporate finance and capital markets and offers an emphasis upon the financial aspects of managerial decisions.

Wealth Management and Personal Finance

This second ten credit module builds on the first module by focusing upon the specialised instruments, processes and procedures applied in working with high-worth clients, either through private banking or financial advisory services.

Product and Brand Management for the Luxury Goods Sector

This module initially considers the nature of the luxury product and the competitive advantage that it provides with respect to the delivery of excellence in quality, design and distinctiveness. The luxury brand concept and definitions are then critically examined in full and the various conceptual frameworks that link and integrate the component dimensions of the luxury brand are explored.

Post Graduate Creative and Cultural Project

The aim of this 60 credit module is to enable students to undertake an independently driven, subject relevant, large scale project which will give them the opportunity to be assessed on industry relevant work (for example in the area of luxury brand development, luxury retail marketing, luxury communications). In so doing, they will appropriately apply analytical, investigative and communicative skills necessary for identification, critical examination and contextual resolution.

Elective modules

Students may select to undertake TWO from the following THREE modules:

Luxury E-Branding

Recognising the pace, importance and significance of technological advances in the luxury sector – particularly with respect to new product development, brand communications,

distribution and retail entertainment, this module explores the importance of digital/electronic technology within the luxury consumption landscape.

Luxury Brand Retailing and Distribution Management

This module provides a critical assessment of the retailing strategies of luxury firms and considers in particular the distribution strategies that these brands adopt. E-tailing has emerged as a defining feature of the luxury sector. Consequently, the challenge of multi-channel selling will be a central consideration.

Work-based Project in the Luxury Sector

The Work-based Project in the Luxury Sector is premised on the notion of embedding learning in workplace practice. An essential component of this module is the student's engagement in work-related activities in the area of luxury brand marketing, or other related areas. It will be the student's responsibility to secure a luxury industry partner/firm/organisation in order to undertake this project. The module team will offer advice on the appropriateness/relevance of the work project proposed by the student, and where possible, provide support in negotiating the project with the host organisation.

Career opportunities

The MBA in Luxury Brand Marketing will provide excellent support for those planning a career in luxury marketing, brand management, retailing & distribution and communications. It also provides an excellent underpinning for those seeking to specialise in management consulting within the luxury goods sector.

Mode of study and duration:

Full-time: One year
Commencing September and January.

Entry requirements:

Candidates should have an undergraduate degree at honours level (2:2) in a business related subject. If the honours degree is not in a business/fashion business related subject then at least 2 years work experience is required, preferably in a fashion/retailing/luxury context. We can occasionally consider students with lower levels of qualification where there is significant work experience in a related field.

International students:

Candidates whose normal medium of education and work has not been English, will normally be required to present evidence of competence in English as demonstrated by a pass at Academic IELTS level 6 (with no element less than 5.5) or a TOEFL Internet based test with reading at 22, listening at 21, speaking at 23 and writing at 21. Pre-sessional English language courses are available at GCU London.

Assessment:

Combination of examinations and coursework.

Programme structure:

Core modules: Trends and Developments in Luxury Global Consumption; Strategic Management for the Luxury Goods Sector; Strategic Financial Management; Wealth Management and Personal Finance; Product and Brand Management for the Luxury Goods Sector; Post Graduate Creative and Cultural Project. **Elective modules:** 2 from 3: Luxury E-Branding; Luxury Brand Retailing and Distribution Management; Work-based Project in the Luxury Sector.

Fees and funding:

For course fees and details of available scholarships visit: www.gculondon.ac.uk/study

Application:

Apply online or download an application form www.gculondon.ac.uk/study/howtoapply

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