

---

**PIANO DI STUDI**

**MASTER IN MARKETING & BRANDING FOR LUXURY**

---

Luxury Visual Merchandising  
Luxury Consumer Behavior  
Luxury Communication & Media & Technology Design Strategies  
Strategic Luxury Brand Marketing  
Licensing & Brand Extension  
Estetica e Società: la bellezza e il lusso - percorso storico e sociale + Fashion Collection Analysis  
Fashion Trend Forecasting Strategies  
Contemporary Art & Visual Culture  
Financial management in Luxury Industry  
PR, Communication for Luxury  
Brand Globalization & Luxury Distribution  
Product Management  
Personal Effectiveness

---