
PLAN OF STUDIES

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
