



# 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)\*

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

#### 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)\*

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

#### 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](mailto:inquiries@rennes-sb.com)

SCAN QR CODE



FOR MORE INFORMATION  
ON THE PROGRAMME



**RENNES  
SCHOOL  
of BUSINESS**

**UNFRAMED THINKING**



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

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

2 rue Robert d'Arbrissel 35065 RENNES  
9 rue d'Athènes 75009 PARIS

+33 (0)2 99 54 63 63