COURSE DETAIL

LUXURY BRANDS AND THE LUXURY INDUSTRY
Country Spain
Host Institution Carlos III University of Madrid
Program(s) Carlos III University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 114
UCEAP Course Suffix
UCEAP Official Title LUXURY BRANDS AND THE LUXURY INDUSTRY
UCEAP Transcript Title LUXURY BRANDS
UCEAP Quarter Units 2.50
UCEAP Semester Units 1.70

Course Description
This course examines the operations of, and problems within, the luxury industry. Topics include: luxury brands; sales; parallel trade; intellectual property; competition; the fashion industry.

Language(s) of Instruction
Spanish

Host Institution Course Number
11194

Host Institution Course Title
LAS MARCAS DE LUJO Y SUS ENTRESIJOS

Host Institution Course Details

Host Institution Campus
Facultad de Ciencias Sociales y Jurídicas. (Getafe)

Host Institution Faculty

Host Institution Degree

Host Institution Department
Derecho Social e Internacional Privado

Course Last Reviewed

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