

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

LUXURY BRANDS AND THE LUXURY INDUSTRY

Host Institution Campus

Facultad de Ciencias Sociales y Jurídicas. (Getafe)

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Derecho Social e Internacional Privado

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