# **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 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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