

COURSE DETAIL

BUSINESS STRATEGY IN THE EUROPEAN LUXURY INDUSTRY

Country

Netherlands

Host Institution

Maastricht University - Center for European Studies

Program(s)

Maastricht Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

117

UCEAP Course Suffix**UCEAP Official Title**

BUSINESS STRATEGY IN THE EUROPEAN LUXURY INDUSTRY

UCEAP Transcript Title

BUS STRAT EURO LUX

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course is a focused study of the European luxury industry with an emphasis on current and developing trends and issues. Topics covered include business strategy, marketing, retailing, management, branding, and public relations of luxury companies in the fashion, food and beverage, and automobile sectors. Through readings, analyzing current case studies of real-life companies, discussions, viewing media, luxury retail professional visits in Maastricht, and a possible field trip, students examine how the luxury industry maintains its aspirational image with consumers even as it sells entry-level products such as sunglasses and accessories to a mainstream audience.

Language(s) of Instruction

English

Host Institution Course Number

BUS3014

Host Institution Course Title

BUSINESS STRATEGY IN THE EUROPEAN LUXURY INDUSTRY

Host Institution Campus

Maastricht University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Center for European Studies

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