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 Course Details
https://www.maastrichtuniversity.nl/education/contract/summer-programme-europea...

Host Institution Campus
Maastricht University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Center for European Studies

Course Last Reviewed
2026-2027

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