

COURSE DETAIL

MANAGEMENT OF FASHION & LUXURY COMPANIES

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Graduate

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

229

UCEAP Course Suffix**UCEAP Official Title**

MANAGEMENT OF FASHION & LUXURY COMPANIES

UCEAP Transcript Title

MGMT FASHION&LUXURY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This graduate-level course provides an overview of the global luxury and fashion business, and an in-depth understanding of market drivers, business models, and brand management strategies. Adopting a case-study approach, the course presents strategic brand management in luxury and fashion companies as a balancing act: keeping the traditions, breaking them up, balancing old and new, staid and stylish, nurturing the brand heritage and at the same time staying fresh, relevant, and contemporary in the global marketplace. The course examines current debates about fashion and luxury strategies and discusses topics such as the impact of the industry consolidation, the emergence of new business models, new retail channels and new media, and pros and cons of brand extension. Traditional lectures alternate with case study discussions and presentations from guest speakers. Students carry out one group assignment aimed at practicing methodologies of competitive intelligence, product management, and brand management. Students complete a field assignment requiring commitment and intense group work. This course includes a group assignment, peer evaluation, and a written final exam. To successfully complete the course a basic knowledge in marketing and management is strongly suggested.

Language(s) of Instruction

English

Host Institution Course Number

20237

Host Institution Course Title

MANAGEMENT OF FASHION AND LUXURY COMPANIES

Host Institution Course Details

Host Institution Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Technology

Course Last Reviewed

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