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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