COURSE DETAIL

THE BUSINESS OF MARKETING, CHAMPAGNE, AND LUXURY
Country France
Host Institution Sciences Po Reims
Program(s) Sciences Po Reims
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 111
UCEAP Course Suffix
UCEAP Official Title THE BUSINESS OF MARKETING, CHAMPAGNE, AND LUXURY
UCEAP Transcript Title MKTG CHAMPAGNE &LUX
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course covers the influential factors that play a role in creating a successful marketing strategy. It focuses on the world of wine and the champagne industry in particular. It highlights the region, important players from the vine to the wine, and the production process. Finally, the course considers the marketing of luxury: what constitutes luxury, who it attracts, and how to sell it.

Language(s) of Instruction
English

Host Institution Course Number
DECO 27A14

Host Institution Course Title
THE BUSINESS OF MARKETING, CHAMPAGNE, AND LUXURY

Host Institution Course Details
https://syllabus.sciencespo.fr/en/?mapping/177993#_ga=2.103219970.304476889.168...

Host Institution Campus

Host Institution Faculty

Host Institution Degree
Seminar

Host Institution Department
Economics

Course Last Reviewed
2022-2023

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