

# 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...](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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