

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 Campus

Host Institution Faculty

Host Institution Degree

Seminar

Host Institution Department

Economics

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