COURSE DETAIL

LUXURY FASHION BRAND MANAGEMENT
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University Summer
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 107
UCEAP Course Suffix
UCEAP Official Title LUXURY FASHION BRAND MANAGEMENT
UCEAP Transcript Title LUX FASHN BRND MGMT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course covers the world of luxury fashion from a brand management perspective. Topics include the nature of luxury, brand promise, and brand engagement. The course also discusses how global market dynamics, digital transformation, and customer expectation shifts shape the future of luxury fashion.

Students gain a deep understanding of how luxury fashion brands differentiate themselves from mass market brands as well as strategic brand management skills.

Language(s) of Instruction
English

Host Institution Course Number
IEE3607

Host Institution Course Title
LUXURY FASHION BRAND MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2025-2026

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