

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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