

COURSE DETAIL

LUXURY BRAND MANAGEMENT

Country

France

Host Institution

UC Center, Paris

Program(s)

Food, History, and Culture in Paris

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

125

UCEAP Course Suffix**UCEAP Official Title**

LUXURY BRAND MANAGEMENT

UCEAP Transcript Title

LUXURY BRAND MGMT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course offers an immersive journey into the world of French luxury, thoughtfully designed to captivate students from various academic and social backgrounds. The course begins with a focus on the history of French fashion, exploring its evolution from the 17th century to its present role as a global leader in style and innovation. Students uncover the cultural and technical advancements that have kept French luxury at the industry's forefront, while examining how it continues to adapt to changing consumer demands. The course also provides an expanded look at the luxury world, touching on other sectors such as high-end automobiles, watchmaking, jewelry, and hospitality to offer a well-rounded understanding of luxury's diverse landscape. Building on this historical foundation, the course then shifts to a business perspective, exploring the strategies, management practices, and digital transformations of iconic brands like Chanel, Givenchy, Yves Saint Laurent, and Dior. Students learn how these luxury houses maintain their prestige in a fast-paced, digitally-driven world. To enrich the Paris experience, the course includes field visits to institutions like the YSL Museum and Cartier Foundation, as well as guided excursions to luxury boutiques and hotels. These experiences offer students studying in Paris a unique, hands-on look at the codes of luxury and the art of customer experience, making the most of their time in one of the world's fashion capitals.

Language(s) of Instruction

English

Host Institution Course Number

Host Institution Course Title

LUXURY BRAND MANAGEMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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