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 105
UCEAP Course Suffix
UCEAP Official Title LUXURY BRAND MANAGEMENT
UCEAP Transcript Title LUXURY BRAND MGMT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

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

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Host Institution Course Details
https://uceap.sharepoint.com/:w:/s/DocumentLibrary/IQD_eeCkuwOjTZlZ0qnF4tqLAXaX...

Host Institution Campus

Host Institution Faculty
Host Institution Degree
Host Institution Department
Course Last Reviewed 2025-2026

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