

# LUXURY MARKETING & CLIENT EXPERIENCE

INSIGHTS INTO MADE IN ITALY

*Graduate Certificate*

**29 June - 17 July 2020**

Acquire key concepts and fundamentals of luxury management and the necessary skills to perform effectively as a luxury professional.

The course content provides in-depth understanding of the luxury industry, its role in society and the key principles that define it. Lessons focus especially on luxury brand management, the touchpoint between brand and customer, the balance between business and creation, and the contemporary go-to-market strategies that lead to success.



# SPECIALIZATION PROGRAM

LUXURY MARKETING & CLIENT EXPERIENCE

INTERNATIONAL  
TOURISM  
AND HOSPITALITY

## KEY FACTS

- ◀ Created and taught by leading professors and experts in luxury businesses
- ◀ Developed in partnership with Hotel Principe di Savoia and Dorchester Collection Academy
- ◀ Over 100 hours of lecture hours and real-life case studies
- ◀ 22 hours of company visits to discover production processes and business models, discussions with entrepreneurs and guest
- ◀ Small class groups to work on real business cases
- ◀ Graduate certificate (3 ECTS) awarded to students in possession of a bachelor's degree who attend the complete course and pass a final exam
- ◀ Language: English
- ◀ Students may choose to enroll in one, two or all three modules

## MODULES

- ◀ **Theories and Fundamentals of Luxury (60h):** a comprehensive overview of the fundamentals of luxury marketing and its business context, its particular features and on-going evolution from the birth of the luxury industry and its offspring, 'Made in Italy', to new luxury business models.
- ◀ **Functional areas in Luxury (30 hours):** a detailed immersion in the new practices in luxury resulting from digitalization with an emphasis on the functions and models required for a satisfying experience for highly diversified customers.
- ◀ **Sectorial Areas in Luxury (30 hours):** a precise analysis of the specific marketing concepts related to each luxury sector focusing on the changing environment and functional shifts of each one.

## REQUIREMENTS

- ◀ Bachelor's degree in any discipline
- ◀ High motivation and aptitude for an intensive work pace, professional challenges and international experience
- ◀ Certified English proficiency
- ◀ Some previous work experience desirable

 *Dorchester Collection*

A C A D E M Y



HOTEL  
PRINCIPE DI SAVOIA  
MILANO

Dorchester Collection

## CONTACT US

IULM Communication School  
IULM University  
via Carlo Bo, 1 - 20143 Milan  
Tel. + (39) 02 8914 12805  
master.turismo@iulm.it  
[www.mith.iulm.it](http://www.mith.iulm.it)