

**Master's Degree in
International Tourism and Hospitality
(MITH)
2019-2020**

**Luxury Marketing & Client Experience
Specialization (graduate certificate)**

Abstract

The Luxury Marketing and Client Experience specialization is targeted to provide participants with key skills to perform in this globally competitive and creative industry – one of the fastest growing worldwide.

In the current context, disrupted by the COVID crisis, participants will benefit from a full immersion into the specific knowledge, skills and expertise necessary to manage the challenging new luxury scenario.

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

Developed in partnership with Hotel Principe di Savoia and Dorchester Collection Academy.

Key points:

- 3 ECTS, upon completion of full course (3 modules) and passing the final exam
- Option to attend single modules
- Interactive lectures and case-based approach including, company visits, testimonials from business and case studies
- Final project + in-class continuous assessment
- 29th June – 17th July 2020 from 9 am to 6 pm
- Fees: full course €2.950; single module €1.150
- 8 merit awards, each covering 50 % of the fee

Modules:

1. Theories and Fundamentals of Luxury
2. Functional Areas of Luxury
3. Sectoral Areas of Luxury

Faculty:

- Beth Aarons – Dorchester Collection Academy
- Zsolt Boros – Dorchester Collection Academy
- Michele Coletti – Grenoble Ecole de Management, Politecnico di Milano
- Hélène Chenesseau- La Rochelle Business School, Clarins, Sisley
- Patrick Fields - Gucci Garden
- Paula McMinn – Dorchester Collection Academy
- Daniela Toccafondi – University of Firenze/Prato Municipality
- Tiziana Tini - Grenoble Ecole De Management, former Salvatore Ferragamo.
- Dennis Valle – PwC, former Versace CMO and Dolce and Gabbana VP
- Ian Phau, Curtin University - Luxury Brand Retailing Centre