

**E | F | A | P**L'école des nouveaux métiers  
de la communication

<b>Subject</b>	<b>RE THINKING LUXURY</b>
<b>Credits US/ECTS</b>	3/6
<b>Teaching Language</b>	English

**Course introduction**

The course aims to develop a sound understanding of the nature of luxury brand strategies to develop competitive marketing and content strategies from story-building to storytelling and story-doing..

**Learning goals**

Students will discover appropriate methods and tools for structuring, formulating, adapting and implementing luxury strategies from west to east and vice versa

**Course detailed content**

Seminar will cover the development, implementation, and control of marketing communication strategies needed to attain and sustain a luxury organization's competitive advantage. Theories and techniques that assist in developing effective luxury brand communication strategies from high luxury to accessible luxury are introduced and contemporary issues in luxury brand practice are discussed.

Students will participate to different workshops, will meet with experts and do company visit (s)

**Bibliographic references**

Course material will be provided by the professor

**Examination****Participation**

Continuous assessment based on group work & presentations