Nowadays luxury world doesn’t have standard rules anymore. Markets and distribution are fast changing, consumers are more and more diversified and different cultural traditions are shaping the markets and the luxury horizons. We need to think fast to understand these new needs and act accordingly.

We are looking to talented students who are willing to understand and take these new challenges on board to become the future managers of tomorrow. We are therefore setting the tone of our lectures in a “learning by doing” environment, asking our students to learn the rules hence put themselves in a new perspective aiming to think fast, act pragmatically with a vision that is disruptive and in line with the new market needs and the new consumers’ requests.

By understanding the fundamental rules of marketing and luxury codes, our journey towards luxury exploration will bring students into a new approach and methodology. Only by knowing the rules, rules will be broken and at the same time re-invented. Such a methodology will lead students’ mind to think out of the box in order to position themselves with a new mindset, which is key today to work in luxury companies. Heritage, hard luxury, marketing fundamentals still being the main learning assets, the program will unveil the new trend into experiential luxury and will focus on how to go beyond a culture of owning into a culture of feeling, touching and being. Digital expertise will embrace the overall learning in order to further stimulate the strongest challenges luxury is living today.

Numbers and forecasts still place luxury into a growing perspective; however its niche and specific needs. Analysis will be applied to different luxury strategies, the main emphasis will be on the new rules applied to business, communication, finance and leadership.

In defining this new era of a connected consumer experience, we will address the new luxury consumers according to geography and is in charge of making sure that a brand’s image and its codes are keeping a strong focus on financial viability and ensuring that product launches reflect values and identity in line with the collection life cycle.

Marketing Manager
The Marketing Manager defines the business strategy of a company. Their job is to analyze the market, their competitors, their offering and positioning so as to nurture existing lines and to develop new ones. Knowledge of marketing strategies is therefore key.

Product Manager
The Product Manager is the intermediary between design, production and quality control. Their job is to monitor and develop new products, fine-tune concepts by creating new, and make strategic decisions about marketing strategies and prototype development at the same time.

Brand Manager
A Brand Manager’s mission is to steer the company brand and build its image, codes and values. Their duties range from strategic brand development (collection, packaging, communication, distribution) to keeping a strong focus on financial viability and ensuring that product launches reflect values and identity in line with the collection life cycle.

Visual Merchandiser
The Visual Merchandiser manages the staging of the product and defines showrooms’ visibilities so as to keep the consumer’s focus. They make changes according to advertising campaigns, evolving brand image and communication.

Sales Manager
An Sales Manager manages the business unit from a commercial perspective. They manage and support CRM and organize training for sales forces and shop assistants.

PR Manager
The PR Manager is the Brand’s Ambassador, the first and key contact fit press at shores and trade fairs. They are responsible for organizing events, shows and work closely with the marketing department, management and VIP.

Exhibition Manager
An Exhibition Manager works closely with the interior design team and is in charge of making sure that a brand’s image and its codes are consistent at various events. They are in charge of visual identity at fairs and exhibitions throughout the world. They ensure compliance with the brand codes and image and work closely with marketing and visual merchandiser.

Concierge Manager and Bespoke Services Specialist
In the new luxury evolution, these Managers will be requested to define the customized service for a high-end clientele. They will be dealing bespoke services from boutiques to hotels, and they will be dealing directly with key clients in order to satisfy their demands.
MASTER IN LUXURY MARKETING – 120 ECTS CREDITS

MASTER I – PROGRAM

TEACHING, WORKSHOP AND E-LEARNING/WEBCAST: About 455 hours
PROGRAM LENGTH: 5 months
TEACHING METHOD: Full time
TIMETABLE: From Monday to Thursday 9-12 a.m. / 1-5 p.m.
COURSE LOCATION: CREA Geneva
COURSE FEES: 9’000 €

PROGRAM LENGTH: 5 months
TEACHING METHOD: Full time
TIMETABLE: From Monday to Thursday 9-12 a.m. / 1-5 p.m.
COURSE LOCATION: CREA Geneva
COURSE FEES: 10’500 € (including 1 trip to Europe)

GENERAL ADMISSION REQUIREMENTS: Bachelor’s degree (or equivalent) and a good English level (TOEFL level or equivalent)
Note: The school reserves the right to accept or reject a candidate for any reason; a minimum of 10 students is required for the program to start. The program content is subject to change.

THESIS
OCT  NOV  DEC  JAN  FEB
MARCH – JULY
FULL TIME COURSES: MONDAY • THURSDAY
INTERNSHIP

A WHOLE WORLD OF OPPORTUNITIES

CREA BENEFITS FROM INTERNATIONAL RECOGNITION VARIOUS ORGANIZATIONS AND INSTITUTIONS WHICH FACILITATE INTER-SCHOOL EXCHANGES (I.E. SUMMER SCHOOL, INTERNATIONAL INTERNSHIPS, EDUCATIONAL EXCHANGES)

ROUTE DES ACACIAS 43   CH -1227 GENEVA -ACACIAS   T +41 22 338 15 80   INFO@CREAGENEVE.COM
WWW.CREAGENEVE.COM

ADMISSION & CONDITIONS

The INSEEC Group, through Stéphane Prévost, has been partnering closely with CREA since 2008. This successful collaboration has resulted in CREA officially joining the Group in September 2014. With more than 22,000 students and 40,000 alumni, the INSEEC Group has strengthened its rank among the most important French higher-education institutions.

Present in four large French cities (Paris, Lyon, Chambéry and Bordeaux), as well as abroad (Monaco, London, San Francisco and Shanghai), the INSEEC Group brings together all the exciting possibilities and stimulating environments that large cities provide. Backed by a network of 180 prestigious universities, the INSEEC Group offers numerous possibilities of double diplomas and academic exchanges worldwide to its students (under certain conditions).

CREA students now benefit from the strength of an international group that provides global recognition of their diplomas and allows them to continue their studies in Switzerland or abroad. www.groupeinseec.com

MASTER II – PROGRAM

TEACHING, WORKSHOP AND E-LEARNING/WEBCAST: About 455 hours, 1 trip to Europe, 5 months internship and personal work for Master’s thesis

TEACHING METHOD: Full time

TIMETABLE: From Monday to Thursday 9-12 a.m. / 1-5 p.m.

COURSE LOCATION: CREA Geneva

COURSE FEES: 10’500 € (including 1 trip to Europe)

GENERAL ADMISSION REQUIREMENTS: Bachelor’s degree (or equivalent) and a good English level (TOEFL level or equivalent)

Note: The school reserves the right to accept or reject a candidate for any reason; a minimum of 10 students is required for the program to start. The program content is subject to change.

A WHOLE WORLD OF OPPORTUNITIES

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EDUQUA

International Advertising Association

International Marketing Association

Inseec

Private school register

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INSEEC
More than 450 students are trained each year by the best lecturers in Switzerland and across Europe. CREA offers Bachelors, Masters (executive or full-time) and continuing short-term trainings. CREA’s excellence-driven development is focussed on: Creation, Digital & Innovation, Luxury and Sport.

Learn from experience. Studying at CREA brings the opportunity to meet professors of the highest calibre. These seasoned professionals have years of industry experience which gives our students exposure to the latest trends & challenges.

International opportunities. CREA is part of the well-known INSEEC Group. With more than 22'000 students and 40'000 alumni, the INSEEC Group is one of the most important higher-education institutions present in Europe (Paris, Bordeaux, Lyon, Chambery, London, Monza and Geneva) and abroad (Shanghai and San Francisco).

Masters degree programs

In addition to the various programs in French, CREA now offers 2 full-time Masters degree programs in English.

Master in Digital Marketing & Communication

Master in Luxury Marketing

Master 1
Period: October – February
Lectures, workshop and e-learning / webcast: about 455 hours
Program length: 5 months full-time
Deadline for receipt of application: September

Master 2
Period: March – July + 5-months internship * + Thesis
Lectures, workshop and e-learning / webcast: about 455 hours
Program length: 5 months full-time + 5-months internship
Deadline for receipt of application: January

* The 5-months internship or full-time professional activity must be validated by CREA.

About Geneva
www.geneve.com

Expats & international communities
www.glocals.com
www.internations.org

DO YOU WANT TO LEARN MORE ABOUT THESE PROGRAMS?
Please feel free to get in touch with us – all the contact information is at the back of this document – or consult our website: www.creageneve.com

#BeautifulCity #Geneva #StudentLife #Welcome #Discover #Network

Located in the heart of Europe, Geneva is also a world leader in finance and commodity trading.

Geneva offers an excellent quality of life as well as a peaceful living environment, rich with history and culture. It is a safe city where common sense usually prevails over criminality.

Knowing that the city’s population is very international (40% of foreigners and large international expat community), studying in Geneva brings incomparable networking opportunities with experts from some of the world’s largest businesses.

Located alongside the largest lake in Europe and close to the Alps, it goes without saying that Geneva is the perfect destination for outdoor activities.
CreA school does not offer housing on campus but can assist in finding accommodation. It is recommended to start looking for housing as soon as subscription confirmation has been received from CreA.

**For accommodation**

Studying in Geneva is highly attractive, cost of life is pretty expensive. Monthly costs for a student are usually estimated at about CHF 2'500.- (including rent, health insurance, food).

Caution: additional expenses may occur at the beginning of your stay, for example first rent, deposit, etc.

### Health and Liability Insurance

Health Insurance is mandatory in Switzerland (proof of coverage is requested by the Government within 3 months after arrival). Civil liability is also required for Geneva residents. CreA will assist you in finding a provider who offers special rates for students.

- **European and EFTA students**
  Students have the right to be exempted from Swiss insurance when coverage in Switzerland is included in the current local health insurance (please contact us for more information).

- **Non-European/EFTA students**
  Student Visas are required. Visa applications must be done at the Swiss Embassy or Consulate of the country of origin.

**Cost of living in Geneva**

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Caution: additional expenses may occur at the beginning of your stay, for example first rent, deposit, etc.

**Upon arrival**

CreA provides support for administrative paperwork.

Students must fill in arrival forms from “Office Cantonal de la Population” and ask for residence permit.

**Before moving to Switzerland**

CreA provides support and advice on administrative procedures:

- **European and EFTA students**
  A residence permit is required (not a Visa). Permits are subject to acceptance at CreA as well as proof of sufficient financial means.

- **Non-European/EFTA students**
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**Contact details**

Virginie Flak
vflak@creageneve.com
+41 22 338 13 92
www.creageneve.com

More Infos

"Hi I’m Virginie and I’m here to assist you. Please don’t hesitate to contact me and I’ll be glad to help you in any matters like Visas, housing, insurances."

Do not hesitate to ask for our complete kit of all the required documents and forms.