



In collaboration with



MASTER LUXURY MARKETING

STRATEGY, RETAIL & DIGITAL



THINK GLOBAL, ACT LOCAL.
AN INTERNATIONAL PROGRAM
FOCUSING ON THE NEW CHALLENGES
OF LUXURY WORLD

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 into 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; this means a positive scenario, which addresses Baby Boomers as well as Millennials. Each consumers target has their own rules and understanding of luxury. Our challenge is to deal with all of them.

Join our international program with students coming from all over the world, an interesting and powerful mix of cultural background. Don't miss the opportunity to live for one year in a luxury city, Geneva. Our Master Program is carefully structured to bring you into a solid and stimulating environment to plant the seeds for a new perspective towards luxury professional world.

DONATELLA ZAPPIERI

**PROGRAM DIRECTOR – MASTER IN LUXURY MARKETING
& LUXURY GOODS STRATEGIC CONSULTANT, MILAN**

The PROGRAM

120
ECTS
CREDITS

The Master in Luxury Marketing has been conceived to offer students a solid and accurate understanding of the luxury world. In a fast moving environment where luxury borders are being challenged and blurred, this program will give a full understanding of the new dynamics applied to luxury: From a product excellence culture, luxury has shifted to a worldwide distribution and digital culture, where customer experience is key and distribution networks are strongly connected.

To embrace this new complexity, the program is articulated around three main modules, each complementing the other, Branding and Image, Culture and Creation, Connected Consumer Experience. While the first two modules will give essential knowledge on the cultural and marketing background of Luxury fundamentals, the third one will deal with this new luxury scope and challenges. Each module will be enhanced by various thematic weeks so as to also include practical cases and get deeper into the topics. Company visits, seminars and a two days study tour will be part of the teaching techniques. All professors and guest lecturers are professionals from the Luxury world with considerable expertise in their area.

BRANDING & IMAGE

The essential and fundamental assets to work on a marketing strategy applied to the luxury world. Starting with the basics of marketing techniques to the evolution of new luxury strategies, the main emphasis will be on the new rules applied to business, communication, finance and leadership. Development will be from the luxury market general overview to the discovery of its niche and specific needs. Analysis will be applied to different luxury business models and their strategies.

Marketing fundamentals and luxury Marketing
Brand management
Brand extension and licensing
Product Management
From local into global and vice versa
Environmental and corporate social responsibility
Communication
Semiotics and luxury codes
Advertising and PR
Media planning
Leadership
Personal development

CULTURE & CREATION

Learning about the history of luxury, culture and art, will give an understanding of the origins of aesthetic codes and iconographies, and how these semiotics and visual elements are applied to the luxury world. Topics such as stylistic identity and trends will be covered in order to understand how creative directors endorse a company's heritage and design new collections every season. Special attention will be given to the different areas of product and service emphasizing the specifics of different cultures and traditions.

Luxury culture
Art and luxury anthropology
Trends and consumers
Creative brief
Collection structure
The vocabulary of luxury
Techniques and expertise
Luxury geopolitics
Luxury economics
The new luxury consumers according to geography

CONNECTED CONSUMER EXPERIENCE

Unceasing developments in digital media, e-commerce and omni-channel ditribution are redefining the dynamics and complexity of luxury consumption. In defining this new era of a connected consumer experience, we will address the challenges that are being faced by looking at new practice, tools and methodology.

Distribution:
Multi channel, flagships and concept stores
Retail management
Sales excellence
Visual merchandising
Rituals according to distribution and area of business
Connected consumers:
Traditional and new generation
Sociological behavior
Qualitative studies
Digital challenges
E-business
Social networks
CRM
Bespoke services

Job OPPORTUNITIES

Working in luxury goods field is not limited to creating or designing objects or accessories. It is important to know how to develop a brand image, to manage rarity in the market and to keep the luxury dream alive. This becomes even more crucial in the era of cross-channel and digital marketing strategies. Here are some possible careers, students might be looking into:

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, from conception to marketing, and to be making 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 showcase visibility so as to keep the consumer's focus. They make changes according to advertising campaigns, evolving brand image and communication.

SALES MANAGER

A 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 to press at shows 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 SERVICE SPECIALIST

In the new luxury evolution, these Managers will be requested to define the customized service for a high-end clientele. They will be defining bespoke services from boutiques to hotels and they will be dealing directly with key clients in order to satisfy their demands.



ADMISSION & CONDITIONS

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 €

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

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



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)

EDUQUA | Eduqua, Swiss quality certificate
for continuing education institutions
Switzerland

AI | Inspiring Excellence
in Communications
Worldwide

**International Advertising
Association**
New York

edcom | European Institute for Commercial
Communications Education
Brussels

AGEP | Geneva Association
of Private Schools
Geneva

**SWISS FEDERATION
OF PRIVATE SCHOOLS**

**Swiss Federation
of Private Schools**
Switzerland

**Private
school register**
Switzerland



The INSEEC Group, through Sup de Pub, 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

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GENEVA GUIDE for INTERNATIONAL STUDENTS

BORDEAUX / CHAMBÉRY / GENÈVE / LAUSANNE / LONDRES / LYON / MONACO / PARIS / SAN FRANCISCO / SHANGHAI



CREA

SCHOOL OF COMMUNICATION ARTS AND DIGITAL MARKETING

LOCATED IN GENEVA, CREA IS THE SWISS REFERENCE FOR SCHOOLS IN MARKETING, COMMUNICATION, DIGITAL AND ART DIRECTION.

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, Chambéry, London, Monaco 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**

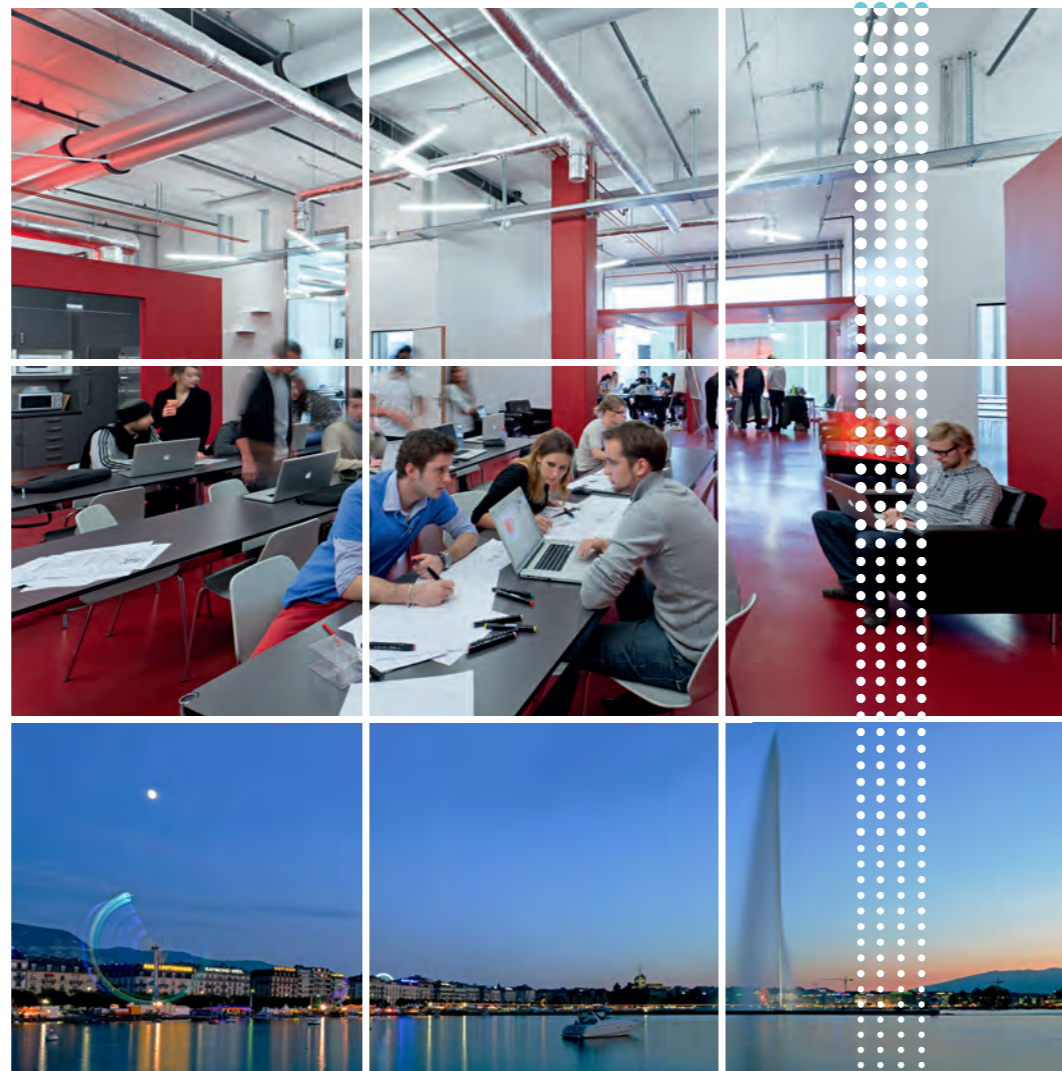
Program length: **5 months full-time + 5-months internship**

Deadline for receipt of application: **January**

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



creageneve



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

OUR MANAGEMENT TEAM



GÉRALDINE
GALATOIRE

Director
& Coordinator
Masters Degree
Programs



ALEXANDRE
WEHRLIN

Director
Master in Digital Marketing
& Communication
Founder
eBooster.ch,
Geneva



DONATELLA
ZAPPIERI

Director
Master in Luxury
Marketing
Strategic Consultant
Luxury Goods,
Milan

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

About Geneva
www.geneve.com

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

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.

A CAMPUS IN
THE HEART
OF GENEVA





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**

Student Visas are required. Visa applications must be done at the Swiss Embassy or Consulate of the country of origin.



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).



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.



FOR ACCOMMODATION

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.



COST OF LIVING IN GENEVA

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.

DO NOT HESITATE TO ASK FOR OUR COMPLETE KIT OF ALL THE REQUIRED DOCUMENTS AND FORMS



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."

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