

MSc®

# MARKETING AND DIGITAL IN LUXURY AND LIFESTYLE

Paris Campus | 
 September | 
 Full Time | 
 1 year | 
 4 years of higher education TOEIC ≥ 790 - IELTS ≥ 6 | 
 Master of Science

## PROGRAMME HIGHLIGHTS +

- + A 360° Marketing vision with a strong focus on digital issues within the Luxury sector
- + An understanding of the culture of the Luxury sector and its professions to enable students to embody the values of the industry
- + Continuous immersion in the business environment: lectures given by professionals with international experience in the Luxury sector, consultancy projects with Luxury sector clients, welcome day in a luxury manufacture, internships, a professional thesis
- + An introduction to International Trade with a focus on all Luxury world capitals: the programme is delivered in English and offers Chinese language courses (optional), etc
- + CGE Label Degree approved by France's Ministry of Higher Education and Research (Master's level)



## EM NORMANDIE HIGHLIGHTS +

- + A Business School holder of many national and international accreditations: EQUIS, AACSB, AMBA and French Conférence des Grandes Écoles
- + 6 campuses: Caen, Le Havre, Paris, Dubai, Dublin and Oxford
- + 800 external speakers
- + 100 lecturers
- + 5,000 partner companies
- + More than 23,000 members of the EM Normandie Alumni Association



The objective of this programme is to train managers in Marketing, Communication and Digital Marketing, in all fields in the Luxury and Lifestyle Sectors (fashion and accessories, perfume and cosmetics industry, Luxury hospitality and haute cuisine, wines and spirits, jewellery and watches, and decorative tableware). The programme is designed to meet the requirements and needs of Luxury recruiters in search of candidates with marketing skills, as well as managers who perfectly embody the standards and characteristics of the Luxury market.

### The programme is structured around 4 main training areas:

- Luxury culture and familiarity with the sources of inspiration of luxury
- Marketing and understanding the expectations of Luxury customers
- Digital Marketing with a large focus on social media comprehension
- Management in the Luxury sector and learning the characteristics of the Luxury Market



Located in the Paris region, this programme is given by EM Normandie Business School. Normandy is for sure emblematic of the Luxury industry (Christian Dior's birthplace, Chanel's roots, Hermès manufactures, etc.) and EM Normandie possesses a cutting-edge expertise in the fields of marketing and digital technologies. Moreover, the programme has an exclusive partnership with the Institut National des Métiers d'Art.

**ELODIE DE BOISSIEU**  
ACADEMIC DIRECTOR

## CAREER OPPORTUNITIES

### General information regarding the employment market:

Valued at more than 350 billion euros (source: Bain & Co) in 2022 with a double digit-growth (+22%), the Personal Luxury Goods Sector is currently proving resilient in the face of global crisis, driven in particular by the catch-up post-covid effect of Chinese expenditures, Gen-Y and Gen-Z consumers as well as online sales. Set to account half of the sales of Luxury products and services between now and 2025, Chinese consumers have a digital behaviour that is much more advanced than that of traditional Luxury customers (77% of Chinese people purchase their Luxury products from their mobile phones, according to consultancy company Bain & Co.). Henceforth, players within the Luxury Sector who are looking to earn or retain their position within this strategic market will be compelled to consider the digital ecosystem. This will involve identifying atypical skills and profiles, marked by both an affinity towards Luxury culture and advanced digital expertise. By 2025, the Luxury sector is expected to grow annually by 7%.



## PROGRAMME

### BRAND MANAGEMENT AND RESPONSIBILITY IN LUXURY

- Brand management in Luxury
- Ethics and sustainability in Luxury

### BUSINESS MODELS IN LUXURY

- Comparative strategies in Luxury
- Supply chain management and sourcing

### COMMUNICATION AND DIGITAL IN LUXURY

- Corporate communication and event
- Social media, e-reputation and influence in Luxury

### DIGITAL DEVELOPMENT IN LUXURY

- Digital marketing strategy and project
- Web development in Luxury

### ECONOMIC PERFORMANCE IN LUXURY

- Monitoring KPI of digital marketing strategies
- Finance and budget in Luxury

### ELECTIVE COURSES

- Business models and performance
- Cases in ethical and sustainable development
- Change management and organisational transformation
- Critical Issues in management
- Digital disruption and Industry 4.0 (I4.0)
- Digitalisation and corporate finance
- Leading in multicultural environments

### EXPERIENTIAL LUXURY

- Experiential Luxury
- Digital native monobrand experimentation

### INTERNATIONAL ENVIRONMENT IN LUXURY

- New consumers in Luxury
- Human resources policy in an international environment
- International legal environment of Luxury brands

### INSIDE LUXURY

- French touch and Savoir-faire\*
- Fashion history

### MARKETING ACTIVATION IN LUXURY

- Building a collection in Luxury
- Distribution and Merchandising in Luxury

### CHALLENGE IN MARKETING AND DIGITAL

Several Leaving Heritage Houses to audit during one semester with Institut National des Métiers d'Arts sponsorship

### PERSONAL AND PROFESSIONAL BRANDING

- Career Path
- Chinese language (optional)
- French as a Foreign Language (optional)
- Research methodology
- Thesis
- Internship

\*For this course, a minority of masterclasses may be provided in French according to the choice of our professional hosts.

## PROFESSIONAL EXPERIENCE

- Consulting project to create a strategy for the diversification of a Luxury brand.
- Consulting project to create a digital strategy for a Luxury brand.
- Consulting project co-constructed with Institut National des Métiers d'Arts and Entreprises du Patrimoine Vivant
- 1 week-long business challenge to "create a digital native monobrand in the Luxury sector from scratch".
- Internship: 6 months starting in May.
- Professional thesis.

A wide variety of Luxury companies offered their support. They will participate in the School Development Council and/or in the "French touch and Savoir-Faire" tour provided to the students during their training:

- Guerlain, Louis Vuitton, Le Bon Marché, Christian Dior, Séphora, etc. (LVMH Group)
- Boucheron (Kering Group), Mellerio dits Mellers and other famous jewellers based in Place Vendôme in Paris
- The Plaza Athénée Palace (Dorchester Group), a global leader within the Luxury hotel sector
- Cristalleries de Saint-Louis (Hermès Group), JM Weston, L'Oréal Group, Champagne Drappier
- Well-known "made in Normandy" and high-end houses such as Saint-James, Christofle, Lampe Berger, Kusmi Tea, Le Parapluie de Cherbourg, Arthus Bertrand, etc.

## ADMISSION CRITERIA

Candidates must hold a four-year degree in Higher Education (4-year Bachelor Degree, BBA, Master 1, or equivalent).

Language requirements for non-English-native speakers: IELTS 6, TOEIC 790, TOEFL IBT 83 or proof that English was the candidate's language of study or work for at least a year.

Tuition fees for the year 2023-2024: €14,500

This programme is also available over two years for candidates who hold a three-year in Higher Education level (3-year Bachelor Degree, BMI, licence, or equivalent). Tuition fees on request.

More information about the Two-year MSc Track : [em-normandie.com/en/two-year-msc-track](https://em-normandie.com/en/two-year-msc-track)

Selection is based on a profile review and an interview. There are admission sessions monthly.

Apply online at [join.em-normandie.com](https://join.em-normandie.com)

## SCHOOL FOR LIFE

Join the School and instantly become a lifetime member of the EM Normandie Alumni Association.

Discover all the financing opportunities on the «Financing my studies» platform



## MORE INFO CONTACT US



[em-normandie.com](https://em-normandie.com)

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