



## Northumbria University (London)

### MA Luxury Brand Management

#### Study details

**Course type:** Master's degree

**Degree:** MA Luxury Brand Management

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 20 950 GBP

**Reg. fee :** N/A GBP

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Sep

#### Requirements

##### Academic requirements

- Minimum 2:2 honours degree, or equivalent, from a recognised university in any subject
- Bachelor Degree (4 Years)
- GPA of around 2.75/4.0 for courses requiring a UK 2:2 equivalent
  
- CGPA 3.2/4 or 4.0/5 for courses requiring a 2:1 equivalent

##### English language requirements

- IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

##### If you don't meet the academic requirements

Applicants with non-standard prior learning and or relevant work experience and training are encouraged to apply. A CV (curriculum vitae) made up of prior work experience and training would need to be submitted for consideration by our faculty alongside the standard application.

Candidates coming through the non-standard route, such as through relevant work experience or old qualifications, will be invited to discuss their application.

All applications will be considered on an individual basis.

## Accommodation

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a Northumbria University London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

Your tuition fees cover far more than your time in class with our expert academics, it covers the cost of providing you with excellent services and student experience.

- Contact time in class – typically in lectures, seminars and tutorials
- Access to facilities, including computers, on-campus Wi-Fi, printers, vending machines, quiet study spaces
- The support of our Careers & Employment Service who help you to become more employable, secure placements and run workshops
- Academic support – our ACE Team run multiple sessions on academic writing, presenting, exam techniques throughout the semester, as well as 1-2-1 appointments and drop-in sessions
- Student support services such as our Ask4Help Service. Find out more about the services available to you on our Student Support page
- Access to online resources, including 24/7 Library with over 400,000 e-books and 50,000 electronic journals.

## Additional information

### Overview

The global luxury goods market is expected to increase from US\$309.6 billion in 2021 to US\$382.6 billion in 2025 (*Statista, 2021*).

The MA Luxury Brand Management programme aims to develop an innovative approach to the professional luxury brand management of luxury consumable goods (cars, cosmetics, drinks, fashion, fragrances, handbags, jewellery, luggage, yachts and watches) in this growing market. The programme provides you with the critical knowledge and awareness of the complex issues involved in the luxury consumable goods sector in the 21st century, working on concepts and platforms such as brand management, marketing, advertising and social media.

### Key facts

- Develop your skills in enterprise and leadership in the growing luxury brand sector
- Enhance your understanding of the production, distribution and strategic positioning of luxury goods
- The programme includes a live project, giving you a hands-on experience with a luxury brand company based on real-life situations
- Prepare yourself for managerial roles in the luxury brand industry

- The Advanced Practice option includes an Internship or Group Consultancy Project, enhancing your employability with all-important work experience
- Upon completion of your programme, you will be eligible for the QA Professional Pathways programmes which will enable you to further develop your skills with one of the UK's largest providers of IT and project management training
- Newcastle Business School is accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB). According to AACSB, "Approximately 6% of the world's schools offering business degree education have achieved AACSB accreditation, demonstrating a commitment to high-quality, rigorous standards, innovation, and continuous process improvement. Read more about our 'double' AACSB Accreditation

## What will I study?

The programme aims to develop an innovative approach to the professional luxury brand management of luxury consumable goods (cars, cosmetics, drinks, fashion, fragrances, handbags, jewellery, luggage, yachts and watches). The programme provides you with the critical knowledge and awareness of the complex issues involved in the luxury consumable goods sector in the 21st century, working on concepts and platforms such as brand management, marketing, advertising and social media.

Through a combination of research-informed teaching and learning, you will gain an understanding of the production, distribution and consumption of luxury goods with reference to the circular economy, all seen through the dependent role of the luxury brand manager. The programme also includes ethics, corporate social responsibility, enterprise and leadership, equipping you with a range of skills that could enable you to take on both creative as well as management positions in the luxury goods industry.

The programme is delivered by faculty staff that are internationally recognised for their cutting-edge research and publications, and those with direct industry experience. The course applies academic theory to a range of luxury industry global problems, providing you with the skills and confidence to work effectively in delivering change as professionals working within the luxury goods industry. This explicit industry focus maximises employability for graduates in any aspects of the luxury goods sector.