



Domus Academy Milano

Luxury Brand Management

Study details

Course type: Master's degree

Degree: Master in Luxury Brand Management

Study mode: Full time

Duration: 11/14 Month

Cost of study

Cost : 28 500/ 32 500 EUR

Reg. fee : N/A EUR

Scholarship :

Insurance : N/A EUR

Intake/s

Feb/Sep/Nov

Requirements

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- At least 15 years of previous Education
- Holding a first level academic degree (Bachelor's Degree or Academic Diploma) in fields related to the selected study programme
- Certificate of English language (IELTS 5.0 Academic or General on entry)

Applications are open also to students with not related degrees or diplomas, if the applicant is motivated by a research interest towards the programme's topics.

DOUBLE AWARD MASTER

- Holding a first level academic degree (Bachelor's Degree or Academic Diploma) not lower than 2:2 (British undergraduate degree classification) in fields related to the selected study program.

Applications are opened also to students holding a Bachelor's Degree lower than 2:2 provided that they have also one year of relevant work experience.

- Certificate of English language (IELTS 5.5 overall and 5.5 in every single part on entry).

Accommodation

Domus Academy is committed to support students in finding an appropriate accommodation for their stay in Milan. Find below our housing partners and the types of accommodation and services they offer. Get in touch with us for more details.

OUR HOUSING PARTNERS

MILAN HOUSING

Type: Housing Service / Co-living Type: Housing Service

The service helps students find an accommodation where to live during their studies. They offer spots in single rooms, double rooms in shared apartments with a maximum of 4 students, and studio flats and 1-bedroom flats. Their office is located within the campus.

ROOFINDERS

Type: Housing Service / Co-living

They create hassle-free experiences for international, off-site students & young professionals coming to Milan, offering apartments in university areas and co-living solutions.

Speciality

ACADEMIC MASTER'S PROGRAMME - 11 Months

DUAL AWARD MASTER - 14 Months

COST

- 11 Months - 28 500 Euro
- 14 Months - 32 500 Euro

The Master's involves the following costs, in addition to the payment of a degree fee to be paid within one month before the course start date, equal to € 540 for the Academic Master's Programme and € 650 for the Dual Award Master's Programme.

Additional information

THE COURSE

The **Master in Luxury Brand Management** prepares students to manage the delicate balance between creativity and business for luxury brands.

Students will learn how a brand's purpose and range fits within a broader demographic, social and cultural landscape.

Tomorrow's luxury brand managers will explore the emerging values attached to the concept of luxury.

Students will come to understand that branding is a mix of science and art, rationale and emotion. They will practice how to identify individual customer behaviours and social patterns and uncover powerful insights that will allow them to support luxury brands in developing unique points of view, meaningful values and strong emotional connections through engaging and memorable experiences.

CAREER OPPORTUNITIES

Graduates of this programme may find employment in the fashion, product design, retail, or hospitality industries.

Job titles include:

- Luxury brand manager
- Product Manager
- Marketing Manager
- Digital Communication Expert
- Communication & PR Manager
- Brand Expert & Marketing Consultant in the luxury industry.