



## Ravensbourne University London

### Luxury Brand Management

#### Study details

**Course type:** Master's degree

**Degree:** MA (Hons) Luxury Brand Management

**Study mode:** Full time

**Duration:** 12 Month

#### Cost of study

**Cost :** 18 000 GBP

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

**Scholarship :**

**Insurance :** N/A GBP

#### Intake/s

Jan/May/Sep

#### Requirements

- **IELTS (Academic):** 6.0 overall and a minimum of 5.5 in each component: reading, writing, speaking, listening
- **TOEFL iBT (Academic):** 72 points overall with minimum Reading 18, Listening 17, Speaking 20, Writing 17
- **Cambridge Certificate of Proficiency in English (CPE)/ C2 Proficiency & Cambridge Certificate of Advanced English (CAE) / C1 Advanced:** 169 overall with 162 in each component
- **International Baccalaureate:** English B / English A: Language and Literature / English A: Literature / English Literature and Performance - Standard or Higher-Level Grade 5

#### Accommodation

Provided by partner agencies

#### Speciality

You may require additional costs in the course of your education at the University over and above tuition fees in an academic year such as laptops, Stationary and additional resources.

#### Additional information

#### About:

Our master's in Luxury Brand Management will enable you to blend design thinking and innovation models to redefine the luxury sector for the customer of tomorrow. Armed with customer market data, you will engineer new ways to influence the relationship between luxury brands, high-value services, consumer and market behaviours.

## **Degree overview:**

In our unique MA Luxury Brand Management course in London, you will marry creativity and innovation models with an in-depth understanding of the success factors behind smart luxury and the products, services and experiences that have arisen as a result. With the advent of new technology, luxury markets are more competitive and complex than ever. You will explore the context and influences behind these shifts and help redefine what luxury means in a global context and in the era of Industry 4.0. You will learn to effectively analyse customer market data and really get under the skin of the luxury customer of today and tomorrow. Do you wish to master the tools and strategies to thrive as a decisive leader in the global luxury market? Once you've graduated from our one-year Luxury Brand Management degree, you'll have everything you need to launch and accelerate a successful career in the world of luxury, whether it's in fashion, travel, wellbeing or other areas of future luxury.

## **Study reasons:**

- Tap into exceptional industry connections
- Explore factors behind disruptive movements in smart luxury
- Help redefine the contemporary fashion marketplace