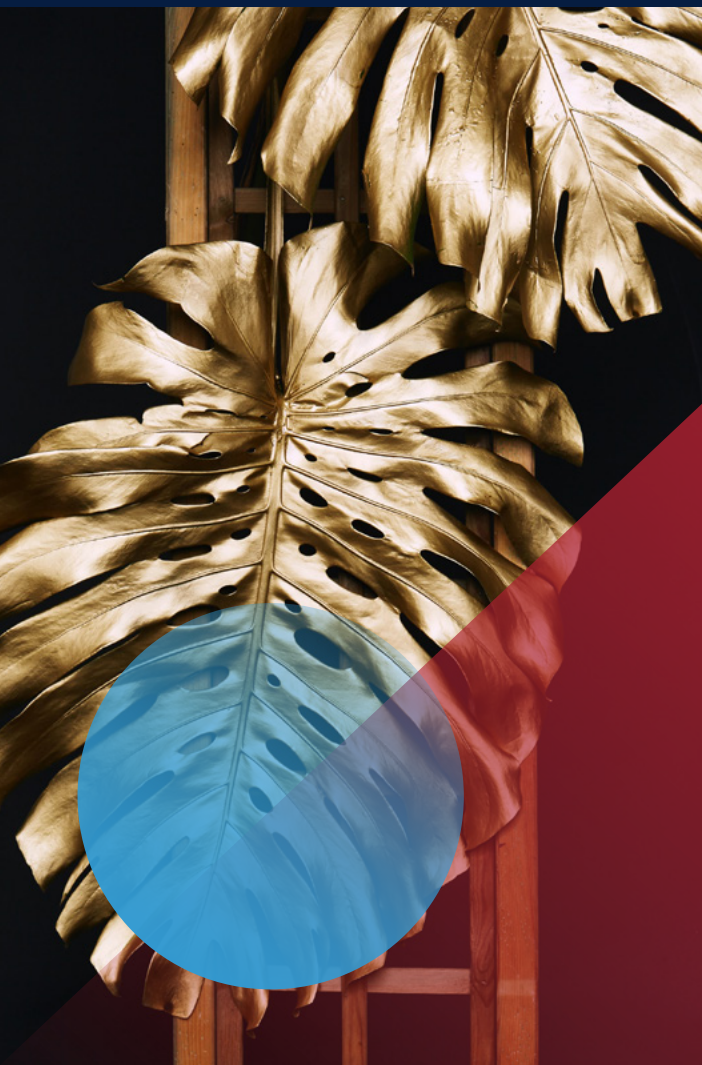


EXECUTIVE EDUCATION

| le savoir vivant |

Luxury marketing

Certificate of Advanced Studies (CAS)



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Cartier



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HEC Lausanne



ABOUT

This program is designed to help managers successfully create, cultivate, and **develop a meaningful and charismatic luxury brand** across customer touchpoints and different markets. Participants will get into a multisensoric learning journey which combines traditional with **innovative teaching methods**.

OBJECTIVES

Being future-ready for new phenomena and trends in the luxury industry and understanding luxury consumers, their behavior, and motivations.

Successfully **creating, cultivating, and developing a luxury brand** across customer touchpoints and different markets.

Developing sensibility and feeling for the dream and charisma of luxury brands versus premium and fashion brands.

TARGET AUDIENCE

Luxury industry managers and professionals who take on management, marketing, communication or branding responsibilities.

Management, marketing, communication and brand **professionals moving into the luxury industry** from non-luxury industry.

Individuals who wish to **develop their understanding of the luxury industry** in order to start their own business or satisfy their curiosity.

01 **DISRUPTIVE LUXURY**
Define tomorrow's luxury standards

02 **LUXURY CONSUMER**
Identify trending consumer behaviors

03 **LUXURY BRANDING**
Implement focused strategies for target industries

04 **LUXURY BRAND EXPERIENCE**
Deliver engaging personalized experiences

05 **GLOBAL LUXURY RETAIL STRATEGY**
Implement culture sensitive strategies on a global scale

Each block can also be taken individually.

Détails, dates et inscription en ligne :

EXCED.UNIL.CH/LUXURY-MARKETING



Registration before 15 February,
10% off before 31st October.



Certificate of Advanced Studies (CAS),
12.5 ECTS credits



Classes Mondays through Thursdays
from 08:30 am to 12:30pm and from 01:30pm to 05:30pm



Admission requirements
available online



Information sessions and interviews
regularly scheduled



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