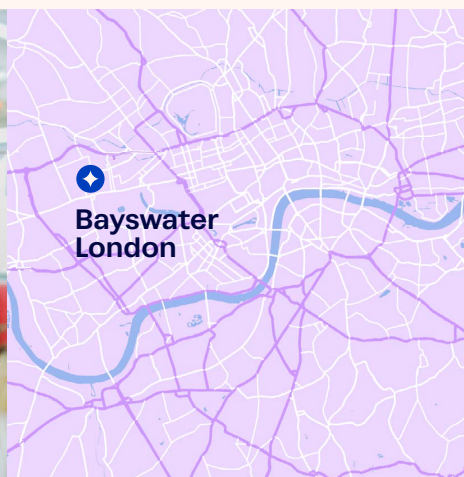
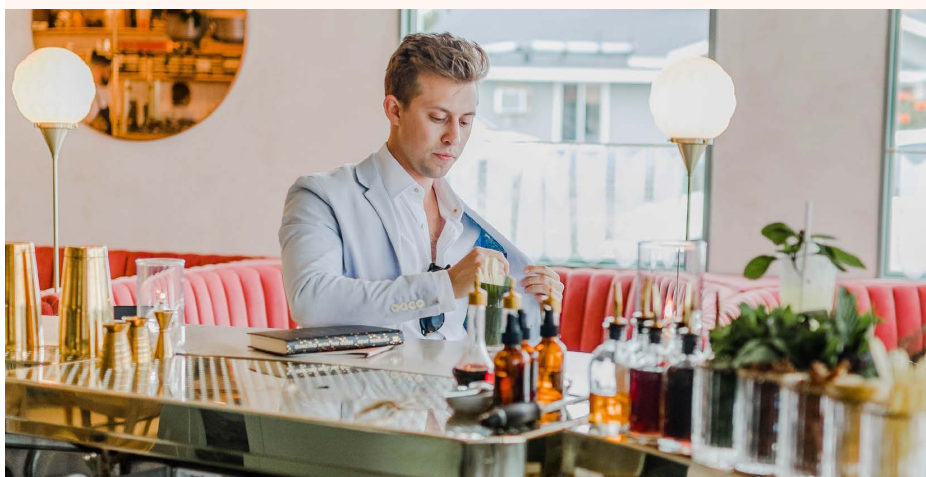


# Luxury Brand Management

London



## An introduction to luxury brand management and to London's fashion scene.

### The Course

Embark on a luxury journey at Bayswater College, London. Tailored for a global audience, this 4-week course in Luxury Brand Management blends lectures, interactive projects, and expert workshops. Enhance your experience with exclusive visits to London's luxury hotspots. Explore everything from the history of luxury brands to digital trends and sustainability, all while working on a real-world project to rebrand a simulated diamond business.

### Who is it For?

This introductory course is perfect for learners from around the globe seeking a specialised course in luxury brand management

**Aspiring Future Professionals:** Individuals aiming for a career in luxury brand management

**Setter Uppers:** those planning to launch their own luxury brand

**Curious Minds:** Anyone interested luxury sector brands

### Why Study in London?

**A Global Fashion Hub** that places you at the center of fashion events

**Luxury Districts:** be in close proximity to the best luxury fashion houses

**London's rich cultural landscape**, featuring top museums, galleries and auction rooms

### Key Facts

**Duration:** 4-week, 60-hour course

**Content:** Lectures, group project, expert sessions

**Extras:** Workshops, curated visits, guest talks

**Assessment:** Vlog and final presentation

**Language Requirements:** English B1+

**Start Dates:** Multiple options

**Certification:** Bayswater London Certificate of Completion

### Course Syllabus

Intro to Luxury Branding

History of Luxury

Customer Relations

Digital in Luxury

Brand Creation

Sustainable Luxury

Customer Psychology

Target Audience

Marketing Strategy

Brand Equity

Final Presentation

**Group Project:** Rebrand a simulated diamond business

Tutor-led group project guidance

### 2024 start dates

**5 Feb**

**1 Apr**

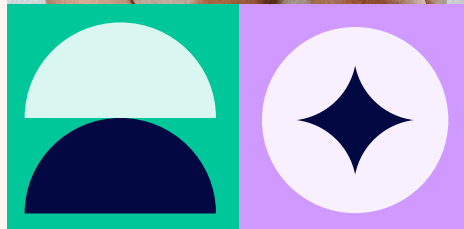
**3 Jun**

**1 Jul**

**5 Aug**

**2 Sep**

**4 Nov**



Find out more at [bayswater.ac](https://bayswater.ac)

# The Bayswater Difference

## Course Highlights

- Expert-Led Classes:** Taught by industry professionals, academics, and highly qualified creatives
- Luxury Evaluation:** Learn to assess luxury destinations in a fashion capital
- Hands-On Learning:** Workshops, industry visits, and guest speakers
- Group Project:** Culminates in an end-of-course presentation
- Personal Blog:** Develop your own voice in luxury
- Career Insights:** Gain valuable advice from professionals

## Benefits

- Relevance:** Up to date curriculum and actionable insights
- Unique Experiences:** Curated visits for unforgettable memories
- Caring and attentive lecturers and staff**

## Combine Your Course With

- English language lessons
- International Business Management
- Digital Marketing



## Sample Luxury Brand Management Timetable 2024

Monday	Tuesday	Wednesday	Thursday	Friday
Introduction to Luxury Brand Management (3 hrs)	Brands: Customer Relationship and Customer Experience (3 hrs)	Group Project (3 hrs)	Tutor-led group project (1.5 hrs)	Constructing a New Luxury Brand (3 hrs)
Monday	Tuesday	Wednesday	Thursday	Friday
Guest	Digital Transformation and Luxury Brands (3 hrs)	Group Project (3 hrs)	Brands: Customer Relationship and Customer Experience (3 hrs)	Customer Psychology and Brand Symbolism (3 hrs)
Monday	Tuesday	Wednesday	Thursday	Friday
Sustainable Luxury and Corporate Social Responsibility	Guest	Group Project (3 hrs)	Tutor-led group project (1.5 hrs)	Luxury Fashion Products and Audience (3 hrs)
Monday	Tuesday	Wednesday	Thursday	Friday
Marketing Strategy for Luxury Brands (3 hrs)	Establishing & Maintaining Brand Equity (3 hrs)	Group Project (3 hrs)	Group Project (3 hrs)	Final Presentation



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Agent Enquiries  
Our Agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an Agent in your area.  
For agent sales enquiries please contact us at  
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