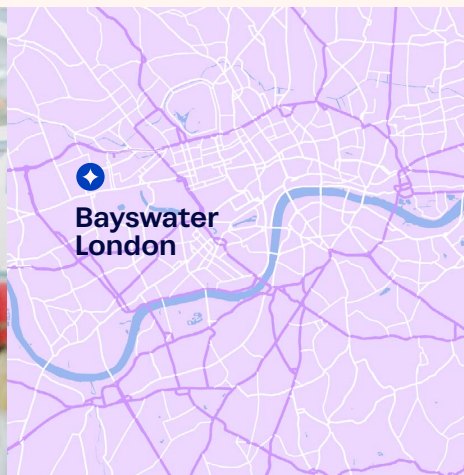
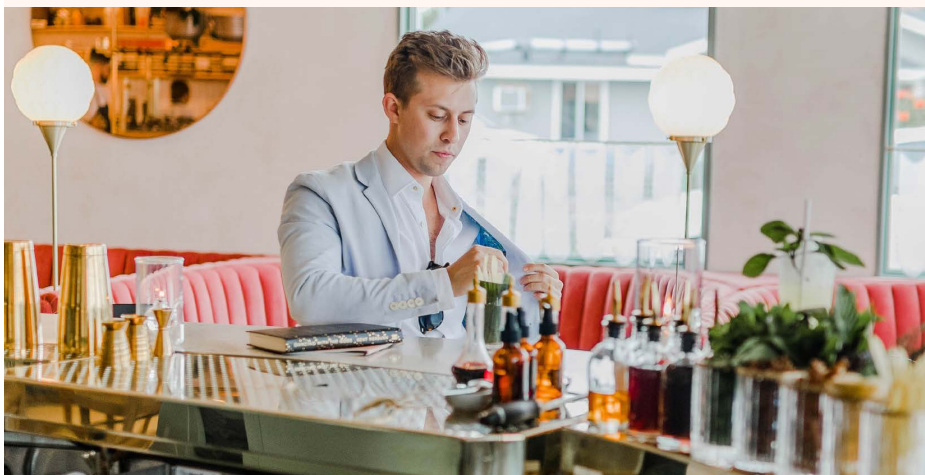


Luxury Brand Management

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

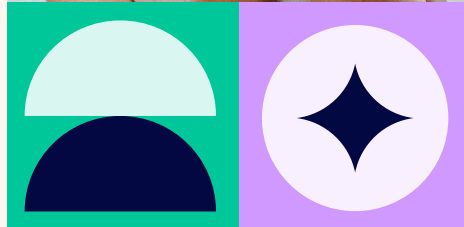
3 Jun

1 Jul

5 Aug


2 Sep


4 Nov





Find out more at bayswater.ac


 Book at worldwide lowest price at: <https://www.languagecourse.net/school-bayswater-london.php3>


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 +39 02-94751194

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 +81 345 895 399

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 +86 19816218990

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

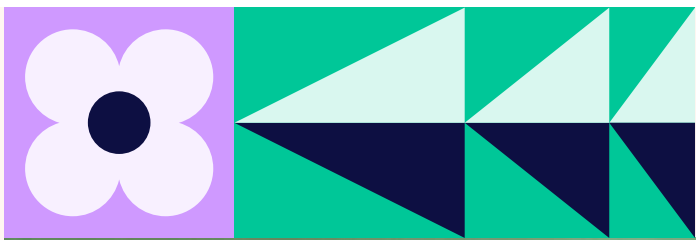
Caring and attentive lecturers and staff

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



bayswater.ac

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bookings@bayswater.ac

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167 Queensway, London W2 4SB

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
sales@bayswater.ac



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