

MSc INTERNATIONAL LUXURY MARKETING

September entry

YOUR PROGRAMME IN FOCUS

SEMESTER 1	Professional and Academic Development	Introduction to the Principles of Marketing	Understanding Customer Behaviour	International Luxury Marketing	Research Methods for Events and Marketing
SEMESTER 2		Digital and Social Media Marketing Strategy	Global Marketing Strategy	Managing the Luxury Experience	Dissertation or Client Project (The deadline is at the end of September, one year after the start of the programme)
SUMMER					
YEAR 2	Marketing Practice (Sandwich Mode 1 Year)				

For further information on any of our Postgraduate Programmes
telephone: **+44 (0) 1865 485858** or email: **business@brookes.ac.uk**

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