

MSc INTERNATIONAL LUXURY MARKETING

January entry

YOUR PROGRAMME IN FOCUS

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|------------|---------------------------------------|---|----------------------------------|--------------------------------|---|
| SEMESTER 1 | Professional and Academic Development | Introduction to the Principles of Marketing | Understanding Customer Behaviour | Managing the Luxury Experience | Research Methods for Events and Marketing |
| SUMMER | | Digital and Social Media Marketing Strategy | Global Marketing Strategy | Dissertation or Client Project | |
| SEMESTER 2 | | International Luxury Marketing | | | |

For further information on any of our Postgraduate Programmes
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