

MSc INTERNATIONAL LUXURY MARKETING

September entry

YOUR COURSE IN FOCUS

SEMESTER 1	Introduction to the Principles of Marketing	Understanding Customer Behaviour	International Luxury Marketing	Research Methods for Events and Marketing	
SEMESTER 2	Professional and Academic Development	Digital and Social Media Marketing Strategy	Global Marketing Strategy	Managing the Luxury Experience	Dissertation or Client Project
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**
www.brookes.ac.uk/business

MSc INTERNATIONAL LUXURY MARKETING

January entry



YOUR COURSE IN FOCUS

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

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