

International Luxury Marketing

MSc (September entry)

	SEMESTER 1	SEMESTER 2	SUMMER
YEAR 1	Introduction to the Principles of Marketing	Digital and Social Media Marketing Strategy	
	Understanding Consumer Behaviour	Global Marketing Strategy	
	International Luxury Marketing	Managing the Luxury Experience	
	Research Methods for Events and Marketing	Professional and Academic Development for Marketers	
		Dissertation or Client Project	
YEAR 2	Marketing Practice (Sandwich Mode 1 Year)		

For further information on any of our Postgraduate Programmes
 telephone: +44 (0) 01865 485858
 or email helloobbs@brookes.ac.uk
www.brookes.ac.uk/business



International Luxury Marketing

MSc (January entry)

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

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