

Luxury and Fashion Management

1. Made in Italy: yesterday, today, and tomorrow
 - Creativity: the DNA of Italy
 - Craftsmanship: Italian excellence
 - History and tradition of design and fashion
2. Luxury goods markets: from products to global markets
 - Characteristics of luxury brands
 - Consumer trends in the luxury fashion market
 - Emerging trends in the luxury goods markets: from product to life-style
3. The fashion and luxury goods industry
 - Definitions of the sectors: fashion, perfumes, automobiles, jewelry, design, etc.
 - Production districts in Italy and the world
4. Emerging trends in the markets for luxury goods
 - Luxury goods: from products to lifestyles
 - Private equity in the market for luxury goods
 - Emerging markets and new marketing opportunities for luxury goods: high tech products, food, hotels, fitness, interior design and household items, and beauty products
5. New consumers of luxury goods
 - The new consumer
 - The relationship between luxury, low cost, and no logo goods
 - The language and symbols of high fashion and luxury goods
6. Marketing of luxury goods: from product development to pricing
 - Marketing luxury goods
 - Marketing plans for luxury goods
 - Web and digital media: the frontiers of marketing
 - Development of luxury goods
 - Pricing as a factor for product promotion
7. Communication and events
 - Positioning the communication mix
 - Integrating communication on the web
 - The role of digital PR in the world of luxury goods
 - Events as an instrument of communication and promotion

8. Commercial policies and management of luxury retail stores: promoting the “Made in Italy” brand in a global economy
 - Retail marketing
 - Sales management
 - The role of “the store” for brand promotion
 - Visual merchandising
 - Strategic marketing and promotion of the “Made in Italy” brand

9. Outlet stores and e-commerce for luxury goods: customer relations management and integrating brand touch points
 - Customer experience
 - Luxury outlets
 - Opportunities for luxury marketing using e-commerce

Site visits

To deepen the learning experience of the Masters on-site visits will be made to Florence where students will visit the factory of Gucci and the boutiques of Prada and Salvatore Ferragamo on Via del Corso. These visits will be coordinated by the companies so as to allow for an integration of the classroom experience with real world applications.