

M.A. Luxury, Fashion & Sales Management

1. Semester

Fundamentals of Luxury & Fashion Management

- Strategies, Markets & Players
- Consumer Behavior
- Trademark Law & Copyright

Brand Management

- Brand Identity, Value & Pricing
- Brand Architecture
- Luxury Brand Communication, Media Planning & Controlling

Design &

Operations Management

- Industrial & Product Design
- Luxury & Fashion Buying
- Supply Chain & Operations Management

Marketing Research

- Qualitative Market Research
- Advanced (Quantitative) Market Research
- Marketing Analytics & Data-driven Marketing

Sales Management

- Sales Performance Management
- E-Tailing
- Recruitment & Training Strategies

2. Semester

Customer Experience Management

- CRM & Clienteling
- Architecture, Interior Design & Merchandising
- Creativity, Art & Luxury Event Management

Leadership Skills

- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations
- Cross Cultural Leadership

New Luxury Management

- Developing New Luxury Models: Design Thinking Method
- Digital Luxury
- Sustainable Luxury

Marktforschungsprojekt/Case

3. Semester

Auslandssemester

4. Semester

Master-Thesis

» FAST TRACK

Mit der Option Fast Track entfällt das Auslandssemester und du verkürzt das Pflichtpraktikum. Dadurch kannst du dein Studium in drei Semestern und mit 90 ECTS-Punkten absolvieren. Ein internationaler Doppelabschluss ist beim Fast Track nicht möglich. Bei Fragen hilft dir deine Studienberatung.