



LCBS
LUXURY CONNECT
BUSINESS SCHOOL

LUXURY BRAND MANAGEMENT ONLINE

(LBM - OL)

ONLINE LUXURY BRAND MANAGEMENT



About the program

This specialized Luxury Brand Management course will prepare you for a challenging career in a fast-paced, constantly evolving, recession proof Luxury industry. The internationally acclaimed course is created by visionary veterans and professors who have envisaged and personally witnessed the rise of the Luxury industry.

The course structure is based on international track platforms & guides you through the intricacies of various subjects with a practical and methodical approach.

What more - you have access every week to some of the most experienced brains & industry trained professors who help you through your myriad queries.

The cutting edge Inter active platform allows you to study at your own pace and you will benefit from a truly flexible study experience from any location worldwide.

Learning Outcomes

- This program equips the candidates with a basic yet compressed knowledge on the luxury business practices .
- Equips students with knowledge of growth and evolution of the luxury space in Asia and expected trajectory in India, or can be customized to suit students from other countries.
- Roles and Responsibilities for positions such as a Brand / Country Head, Brand Manager, Marketing Manager, Buyer, Merchandiser and Visual Merchandiser are explained in depth for the candidate to evaluate employment opportunities in the luxury field.

Objective of the program

- The program gives insights in the area of luxury brand management to candidates who are unable to attend an institution due to time constraints and professional engagements.
- The course curriculum gives detail knowledge of luxury sectors across India and other emerging markets.

Who should attend the program?

- Professionals or students desirous of learning the basics of luxury management and getting a over view into various prevalent sectors of luxury.
- Ideal for self learners and distance education seekers.
- Aspirants who want to pursue a career with major international luxury brands.

DURATION : ONE MONTH

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Program Structure

LBM – OL will be a completely online course. The structure will be such wherein four sessions and their PowerPoint presentations will be shared (view-only access will be provided) with all the delegates at the beginning of the week. The delegates will have approximately one week to review the power points and do their self-study. At the end of the week a conference call will be organized with our Faculty to have a discussion on the topics covered.

Session/Week	Week I	Week II	Week III	Week IV
Session 1	Introduction to Luxury	Emerging, Growing & Mature Luxury Markets	Buying & Merchandising	Assignment & Assessment
Session 2	Luxury Foundation	Marketing Strategies	Luxury Business Financials	
Session 3	Fashion Market Segmentation	Corporate Communication Strategies	Management Skills	
Session 4	Insight into sectors of Luxury	Luxury Boutique Management	Business Model Innovation & Strategies	An analysis of a luxury brand According to the topics covered in the program
Session 5	Group Discussion Call	Group Discussion Call	Group Discussion Call	

Note: The delegate will be responsible for reviewing the material on their own and Preparing for the discussion session .The discussion session is a Q/A type session to address the questions of the delegates. At the end of 3 weeks and course completion, the delegates will be given a presentation assignment to complete and submit online. Individual Feedback will be provided to the delegates with respect to the presentation. A diploma certificate will henceforth be awarded.



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