



# MA in Luxury Brand Management

## Five facts about this PROGRAMME

One year full-time (FT) or two years part-time (PT)

Open to graduates with a first degree in any subject

Innovative courses that tackle historical and emerging trends in Luxury and Branding

Learn management-level research, communication and commercial skills

Develop entrepreneurial flair suited to varied professional settings and roles

The MA in Luxury Brand Management is designed to equip individuals, at any stage of their career, with a deep understanding of the art and science behind managing branded luxury goods, services, and experiences.

### The curriculum

Today, luxury involves offering a proliferation of premium mass-market branded offerings globally - to a wider cross section of individuals than ever before. These goods, services, and experiences act as vehicles for consumers looking to raise their status, social currency, and emotional fulfilment.

In response to these trends, the programme takes a holistic approach to this growing field. Students will be exposed to concepts from business and management theory, alongside behavioural psychology, psychoanalysis, culture theory, anthropology and design.

There is also a strong emphasis on understanding different global and local consumption practices - linked to various cultures, sub-cultures, ethnicities, and nationalities.

Drawing from the opinions of industry experts and recent research undertaken by our faculty: every effort has been made to create a master's degree that balances historical perspectives with emerging trends - with the aim of preparing graduates for a variety of professional settings and management level roles.

Students on the programme will develop the necessary technical knowledge, critical thinking and problem solving skills geared towards industry - with the added value of a qualification that signals both their expertise and interest in Luxury Brand theory and practice.

### Industry Networking & Internships

The programme at Richmond University Business School is delivered by academics and industry guest speakers. It benefits from a variety of strong industry links in London and abroad. In addition, a series of events will be scheduled to expose students to key current business and issues.

Students are encouraged to undertake an accredited internship. This broad-based approach to education equips graduates for a wide range of careers internationally, while allowing them to develop specialist expertise in areas of particular interest.

We also encourage aspiring entrepreneurs to use their time with us as an incubator for new business ideas and a platform for growing their network.

## Programme structure

The MA in Luxury Brand Management is structured as follows:

### Fall Semester (12 credits)

- **Global History of Luxury** (4 credits)
- **Strategic Luxury Brand Management** (4 credits)
- **Consumer Culture Theory and Insight** (4 credits)

### Spring Semester (12 credits)

- **Advertising, PR & Sponsorship** (4 credits)
- **Emerging Market Trends** (4 credits)

### Electives\*

*One of the following:*

- **Luxury Product and Service Design** (4 credits)
- **Management and Negotiation** (4 credits)
- **Digital and Social Media Management** (4 credits)
- **Entrepreneurship and Project Planning** (4 credits)

### Summer Semester (12 credits)

- **Internship** (4 credits)
- **Market Strategy Report** (8 credits)

*Or*

- **Extended Market Strategy Report** (12 credits)

*\* Electives may vary from year to year and are subject to interest and availability.*

## Course information

### Programme Director

Nastaran Norouzi Richards-Carpenter

**E** [nastaran.norouzi@richmond.ac.uk](mailto:nastaran.norouzi@richmond.ac.uk)

### Awarding institution

Developed and delivered by Richmond, The American International University in London. Accredited: Middle States Commission on Higher Education (US).

### Duration

**One year full-time,**  
September to September.

**Two year part-time,**  
September to September.

Part time students take one or two courses per semester. All Courses are taught during the daytime on weekdays.

### Location

The Business School's Central London Kensington Campus. Additionally, off-site locations may be used in London as part of the practical element of the programme.

### Entry requirements

US Bachelors degree from an accredited institution, or UK first degree with minimum second class honours, or an overseas equivalent as determined by the University with a major in the discipline of focus or a related area in social science. Relevant work experience is welcomed and may on occasion be accepted in lieu of a first degree, but is not required.

### English Language

Applicants who are not from a majority English speaking country will be asked to supply evidence of their English language skills which will usually be an IELTS with 6.5 overall and no element below 6.0.

### Scholarships

A limited number of scholarships are available for Richmond's MA programmes.

## Contact details

Postgraduate Admissions Office  
Richmond, The American International  
University in London  
Queen's Road  
Richmond-upon-Thames  
TW10 6JP  
England  
**T** +44 (0) 20 8332 9000  
**E** [admissions@richmond.ac.uk](mailto:admissions@richmond.ac.uk)

[www.richmond.ac.uk/postgraduate-programmes](http://www.richmond.ac.uk/postgraduate-programmes)

*Note: Support sessions will also be offered in academic skills and preparation for interview.*

