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# Luxury Brand Management

## MA

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MA Luxury Brand Management

Study: Full-time

Duration: 12 - 16 months

Fee: See fee tab

## Programme information

### Overview

*Please note we've recently changed the modules and structure of this course. View the new version here (<https://www.regents.ac.uk/postgraduate/business-management/ma-luxury-brand-management-new-model>).*

Dive into the world of luxury on this pioneering course, exploring a broad spectrum of businesses from retail and hospitality to automotive and travel. You'll examine creative and strategic opportunities in the sector and gain valuable insights into both launching and expanding luxury businesses in mature and fast-developing markets.

### Why Regent's?

- **Small class sizes:** allowing for more individual attention, support and guidance
- **Recognised excellence:** Chartered Management Institute (CMI) accredited
- **Live projects:** acquire practical skills from luxury leaders like Harrods and Boodles
- **Prime location:** interact with London's most coveted brands and businesses
- **Unparalleled opportunities:** experience luxury in action – from travel to fine dining

## What to expect

The first of its kind in the UK, this course teaches you the business behind luxury brands – analysing and forecasting trends, building business plans, managing budgets, developing marketing strategies, leading international teams and delivering unforgettable customer experiences.

You'll also dive into customer research, events and design – discovering how London's most esteemed luxury brands attract and retain their premium clientele.

Our esteemed partnership with Walpole, the UK's official trade body for the luxury sector, provides unparalleled access to luxury leaders like Harrods, Ferrari, dunhill and Tom Ford. Engaging in live industry projects, you'll gain invaluable first-hand experience – deepening your understanding and positioning yourself at the forefront of the sector. Recently, students have developed expansion strategies with Harrods and digital marketing campaigns with Boodles.

## London-centric learning

With London on your doorstep, you'll have opportunities to experience luxury first-hand and join events and activities that reimagine education. Picture yourself:

- Test driving cars at the Ferrari headquarters
- Discussing brand insights with Armani's General Manager
- Indulging in fine dining at Harrods before opening
- Joining backstage tours of The Dorchester
- Exploring insightful customer profiling with Sushi Samba
- Learning how Prada collaborates with rising stars

In your second year, you'll also join an all-inclusive European study trip, where you'll delve into the luxury sector overseas. Last year students visited Paris, where they:

- Explored the Moët & Chandon grounds
- Joined a private tour of the Lafayette Gallery
- Experienced a gala dinner on the Seine

In your final term, you'll complete a dissertation or major project – developing and presenting a new business plan or consultancy project over a four-day period. You'll graduate confident to pursue brand management roles anywhere in the world – joining alumni at upmarket brands or starting a luxury enterprise of your own.

## A tailored experience

We do all we can to support you at every stage – and put you in the driving seat, shaping your education from day one:

- **Your own support officer:** receive tailored advice and support when needed
- **Academic guidance:** access regular one-to-one sessions and a unique open door policy
- **Flexible modules:** personalise your course with a choice of elective modules

## Dual accreditation

This course is accredited by the **Chartered Management Institute (CMI)** – allowing you to register for an additional professional qualification. Registering with the CMI gives you access to a range of opportunities, detailed below, and means (if successful) you'll gain a Level 7 Diploma in Strategic Management and Leadership Practice.


This can fast-track your professional development – helping you to quickly become a Chartered Manager (CMgr).

- Mentorship from a member of the CMI
- Activities accredited for Continuing Professional Development
- A variety of CMI events with networking opportunities
- Consultations with specialist advisers to develop your career
- A vast library of the latest research and thinking

Please note, this is an **opt-in arrangement and isn't automatic**. You'll be invited to a seminar in your first few weeks, that provides more information and enables you to register, if you wish.

Download course specification (<https://www.regents.ac.uk/sites/default/files/2023-10/MA%20Luxury%20Brand%20Management%20Programme%20Specification%202023-24.pdf>).

 MA Luxury Brand Management students at Moët & Chandon in Paris

 MA Luxury Brand Management students at a gala dinner on the Seine with Compagnie des Bateaux-Mouches

Students enjoy a private tour of the Moët & Chandon grounds in Paris

Students join a gala dinner on the Seine during a study trip to Paris

## How to apply

Applying to Regent's is quick and easy. We accept direct applications year-round and there's no application fee. If you haven't received your exam results, you can still apply and we'll issue you with a conditional offer. You just need be clear in your application which qualifications you're currently studying for.

## Step 1: Apply

- On our website, details here (<https://www.regents.ac.uk/admissions/how-to-apply>)

During the application process, you'll have the chance to upload supporting documents, including:

- A copy of your passport (photograph ID page)
- Academic transcripts and certificates from all previous studies
- A 500-700 word personal statement (view guidance (<https://www.regents.ac.uk/admissions/how-to-write-your-personal-statement>))
- If you're not a native English speaker, proof of your English proficiency

### Credit transfer

If you've already studied part of your degree elsewhere, you may be able to apply for Recognition of Prior Learning (RPL) and join your new course at an advanced entry point. To apply for RPL, you'll need to state this clearly in your application and provide us with the certificates, transcripts and module descriptions for your previous course.

## Step 2: Receive a response

You can expect to receive a decision on your application within 10 working days. We'll assess whether you meet our entry requirements and will notify you of our decision via email. UCAS applicants will also receive official notification via the UCAS system.

For some of our courses, the selection process may include an interview or audition. They can take the form of a one-to-one interview, a group interview or a portfolio review, which may be conducted by telephone or online. Arrangements of these are made between you and the Admissions department.

## Step 3: Accept your offer

If you wish to accept your offer, you must pay your (non-refundable) advance tuition fee deposit. This will confirm your place. Here's how (<https://www.regents.ac.uk/admissions/how-to-pay>).

## Step 4: Register

Closer to the start of term, our Admissions team will send instructions regarding your registration process. This will include information on completing your online enrolment before you arrive, as well as a checklist of documents you'll need to bring with you to campus.

# Information for international students

If you're an overseas student, you'll likely require a visa to study in the UK. Here's how to apply (<https://www.regents.ac.uk/admissions/visas-immigration>).

## Scholarships and funding

There are a wide variety of funding and scholarship opportunities to help you finance your studies. For more information, please visit our scholarships and funding page (<https://www.regents.ac.uk/study/scholarships-funding>).

## Fees

### Tuition fee:

- £28,000 for the intake starting in September 2024 or January 2025
- We've recently changed the modules and structure of this course. Find fees for September 2025 onwards here (<https://www.regents.ac.uk/postgraduate/business-management/ma-luxury-brand-management-new-model#fees>).

### Non-refundable advance deposit:

UK students: £1,000

International students: £4,000

Read more about tuition fees (<https://www.regents.ac.uk/tuition-fees-september-2023-intake>).

If you receive an offer for a course, you'll receive a pro forma invoice. To accept your offer and secure your place, pay your deposit payment as soon as possible.

The remaining portion of your first year's tuition fees will be due when you enrol. At this time, you'll receive your invoice for the full year. You can choose to pay for the year in full before the start of your first academic year or in two instalments, spread out across the academic year. The dates of these instalments will be determined by when your course starts.

### What do fees include?

Fees cover the cost of all tuition and access to the University's IT infrastructure and library learning resources. Fees are presented for the first level of study which equates to two terms.

### What other costs should I budget for?

You will need to budget additional funds for accommodation and living expenses, travel, and any additional trips, visits, activities or courses that you choose to participate in outside of the tuition offered as part of your course.

The library holds a limited number of copies of core textbooks and where possible in e-format. You will be encouraged to purchase your own textbooks and will need to budget approximately £80-£100 per year, depending on your course.

## How you'll learn

At Regent's you'll have the freedom to explore your interests in a supportive and nurturing environment with interactive classes, regular one-to-one contact with tutors, specialist facilities, industry opportunities and tailored careers advice – ensuring you develop the skills, experience and confidence you need to succeed.

We centre our teaching around your individual goals, identifying support you need to thrive. You'll be part of a collaborative environment, that brings all the nuances of the international business world to life in the classroom: facilitating entrepreneurship and teamwork as you explore current issues and propose solutions to real problems.

You'll pair deep industry knowledge with hands-on experiences, taking part in a blend of learning formats to give your studies context:

- Seminars and lectures
- Practical workshops and creative labs
- Industry masterclasses
- Business bootcamps and simulations
- Group work and pitches
- Live briefs and consultancy work
- Industry placements

You'll create strategies and business plans, analyse data, develop multimedia assets, work together on pitches and product launches – with access to specialist technological equipment:

- Thomson Reuters Eikon Terminals
- Bloomberg L.P Terminals
- Datastream including Worldscope databases
- A dedicated trading simulation room

Based in London, you'll also have opportunities to meet employers through guest lectures, live briefs, field trips and industry visits – giving you insights into the world of business and enabling you to put theory into practice.

## Teaching staff

You'll be taught by a variety of business leaders and research-active academics, who regularly have work published in journals and collaborate with institutions, such as BBC News. Their knowledge and experience ensure your classes are shaped by the latest trends.

You'll also attend regular guest lectures with leading brands (from Harrods to McLaren Automotive) – networking and developing partnerships with brands, PRs, CEOs and more. Regent's alumni also return to help mentor students and share their experiences.

You'll also be allocated a personal tutor, who'll meet you on a one-to-one basis at various stages throughout the year to provide you with guidance and advice to support your personal and professional development.

We're really proud of the global nature of our business courses, and our tutors also reflect this ethos – coming from a wide variety of countries and cultures across the world. In every way, you'll feel part of a global family.

## Independent learning

Throughout the course, you'll be expected to undertake extra reading, research, revision and reflection, as well as preparing work for workshops, and working collaboratively with other students in preparation for assessment.

## Method of assessment

Your skills and knowledge will be assessed via a wide range of task-based projects, reports, presentations, blogs, research plans and live and simulated briefs – as well as essays, fieldwork and data collection. It's important to us that your learning and assessment is:

- Inclusive – fostering a student-focused approach
- Engaging – encouraging interaction and participation
- Authentic – based on real business challenges

## Disability support

We welcome and support students with a wide range of disabilities and health concerns, including learning difficulties, visual and hearing impairments, mental health difficulties, autism conditions, mobility difficulties and temporary or chronic health conditions.

Our Student Support & Welfare team is here to support you. We ask that you speak with us as early as possible to enable us to support you. Find out more about our disability support (<https://www.regents.ac.uk/information/for-current-students/disability-mental-health>) and contact us (<https://www.regents.ac.uk/cdn-cgi/l/email-protection#82e6ebf1e3e0ebeebf6fbc2f0e7e5e7ecf6f1ace3e1acf7e9>).

## Academic requirements: Level 7

We're interested in your potential, as well as your prior achievements – and we review each application comprehensively on its own merit. You'll need **one** of the following qualifications:

- Minimum second class UK undergraduate degree
- Equivalent international qualifications, as deemed acceptable by Admissions & UK ENIC

### Accreditation of Prior Experiential Learning

We also welcome applications from students who don't meet our usual entry requirements. To be accepted for exceptional entry, you must:

- Have three years of work experience if you don't hold a degree

You'll need to provide us with:

- Your current CV
- A headed employment letter detailing your position and length of service
- A headed reference letter
- A personal statement (<https://www.regents.ac.uk/admissions/how-to-write-your-personal-statement>) outlining your experience and ambitions

This will be assessed on a case-by-case basis, by academic referral only.

## English language requirements

Minimum English proficiency requirement through one of the following qualifications (or equivalent):

Qualification	Subject	Grade
GSCE*	English	C (4)
IB SL or HL*	English A	4
IB HL*	English B	5
US HSD (studied in a majority English-speaking country)*	Grade 11 and above in English	C
IELTS*	Academic	Overall score of 6.5, with 5.5 or above in each component
UG degree	From English-speaking countries –	Second class



Qualification	Subject	Grade
	defined by the UKVI	

Please note, we do not accept home/online editions of English language tests.

*\*Qualification satisfies the English language requirements of the UKVI for non-UK/Irish nationals.*

We also offer conditional students a free, online diagnostic test known as the Regent's English Proficiency Test (REPT). This must be booked in advance. Discover more (<https://www.regents.ac.uk/english/regents-english-proficiency-test-rept>).

## Careers

You'll be taught to understand the culture and the practices of international luxury businesses – graduating with the confidence, skills and insight to pursue management roles in the luxury sector. Graduates have secured roles in PR, brand management, hospitality, marketing and advertising – and some have even started their own luxury businesses. Some of our alumni are currently working at:

- Anthony & Cie
- Condé Nast
- Estée Lauder
- Guerlain
- Hermès
- Lifestyle Estates International Corporation
- L'Oréal
- Maybourne Hotel Group
- Puig
- Rolex
- Swarovski

You'll graduate with the transferable skills needed to choose any career that aligns with your interests.

## Graduate visa

After you've completed your course, you may be eligible to apply for a Graduate visa (<https://www.regents.ac.uk/admissions/graduate-visa>). This enables you to work, or look for work, in the UK for up to two years after you leave Regent's, without the pressure of having to secure a job immediately – applying your skills and advancing your career with valuable experiences and industry connections.

## Careers support

Don't worry if you feel overwhelmed – our Careers, Enterprise and Industry team (<https://www.regents.ac.uk/study/careers>) are here to provide personalised advice and access to resources **for life!**

- 24/7 access to online guidance and resources
- Exclusive internships, networking opportunities and industry events
- Personalised consultations – from interview and CV prep to business advice
- Access to Handshake (<https://www.regents.ac.uk/study/careers/our-services#digital-resources>), connecting you with 650k+ global employers

## Structure

You can choose to start in either September or January. No matter which you choose, you'll complete three terms. For September starters, these are autumn, spring and summer, lasting 12 months. January starters take a break over the summer and complete an additional autumn term. Therefore, this lasts slightly longer: 16 months.

The structure below depicts a September start. January starters will complete the same modules, but in a slightly different order.

View a complete list of languages and special electives (<https://www.regents.ac.uk/study/learn-differently-postgraduate-students>).

View our academic calendars (<https://www.regents.ac.uk/admissions/academic-calendars>).

Please note, all Special Elective modules are subject to availability.

## MA Luxury Brand Management

### Terms 1 and 2 (Core modules)

Module title	
	<p>The aims of the module are to:</p> <ul style="list-style-type: none"> <li>• Enable students to understand the uses and limitations of the different elements of statutory reporting.</li> <li>• Apply this knowledge to company valuation, equity investment and lending decisions.</li> <li>• Enable students, in conjunction with other techniques, to achieve optimal financing.</li> </ul>
	<p>This module aims to offer a thorough grounding in the disciplines related to the legal aspects of luxury management and their interaction with the contextual forces affecting luxury</p>

	companies. It will provide you with useful knowledge to develop management strategies that prevent legal problems.
	Creativity lies at the very heart of global luxury brands, as does innovation and craftsmanship. Understanding the challenges and specificities of creativity and design is therefore essential to operate successfully in the global luxury industry. Luxury Brands and Creativity involves finding the synergy between business goals and creativity. This module will also focus on the conditions necessary for innovation to emerge and how to manage the tension between goal-oriented business and open-ended creative processes.
	This module aims to develop your knowledge and skills in core marketing concepts and the environmental and organisational factors that shape marketing decisions. It examines the role of marketing decisions in a variety of settings with a particular focus on the luxury market. This module provides the knowledge and conceptual framework required to create a marketing plan for a luxury organisation. In this process, you will conduct extensive research, critically analyse, plan, implement, and control programs designed to create, build, and maintain mutually beneficial exchanges with target markets for the purpose of achieving organisational objectives.
	Managers in organisations often need to rely on research-based information to make decisions. In order to make proper use of such material and to ensure that any decisions made on the basis of research findings are soundly based, it is necessary to understand the strengths and weaknesses of the methods and techniques used to collect and analyse such information. There is a wide range of possible approaches to conducting research or consultancy studies which vary in terms of the kinds of questions they seek to answer. The methods used to provide answers are explored in this module.
	<p>This module was shortlisted for the Pearson HE Innovate Award 2021.</p> <p>This module will support your exploration of the features of highly effective and innovative practices in managing a luxury business in detail and crucially discover how they can be effectively implemented. It will focus closely on the approach to talent management within the luxury market enabling you to engage with people-change issues and critically analyse the competencies required for the coming generation of luxury leaders. The module also aims to provide an insight into luxury management through a strategic approach, analysing the latest trends, looking at multicultural and holistic perspectives. These will be designed to create challenges to the established rules of generic business management and to assess how these rules are inherently different in the management of luxury.</p>

## Terms 1 and 2 (Elective modules)

<b>In addition, you will choose two of the following elective modules.</b>	
	This module combines ideas and concepts from the fields of Entrepreneurship and Innovation to create a learning environment that allows you to deconstruct taken-for-granted tools, theories and practices by thinking-out of the box to create proactive

	solutions to contemporary business problems. This as an elective module that will enable you to use knowledge and skills acquired from other modules to identify and develop innovative entrepreneurial business solutions in luxury brands.
	This module provides a platform to identify, engage with and critically reflect upon a number of areas within the luxury sector. You will look at the significance of luxury within the cultural fabrication of the sensual and prestigious, as well as the importance of luxury as a value in society's definition versus an individual's process of identity construction. You will learn how to develop a conceptual framework for defining and questioning what luxury is, and its implications for brand management.
	This module provides an in-depth and balanced understanding of the economic, regulatory and legal aspects of investing in the art and collectibles' markets. The persona of the artistic creator is examined in order to understand how their aesthetic ideology is diffused and maintained around the luxury brand. A key focus of the module is to use a curatorial approach to documenting and presenting a brand's creative intellect and consciousness enacted throughout the company's activities, both internal and external. You will build on the understanding of the designer's creative process by investigating the similarities and differences between art and design to explain how luxury design is absorbed into the artistic and cultural canon.
	This module gives you a practical understanding of the key elements of digital marketing communications with a particular focus on mobile marketing, email marketing, display and native advertising and affiliate marketing. It also applies this within the luxury industry so that brand intelligence, strategic skill and business vision can be sustained through value creation online as well as offline. You will understand how and when each element can most effectively be used and for what kind of marketing objectives each is suited. This will be a practical, hands on module in which you will learn by doing, using each of the tools discussed themselves. The module covers the setting up of campaigns as well as how the results of each campaign element can be monitored and assessed using appropriate analytics tools.
	This module will provide students with an opportunity to understand, critically evaluate and apply conceptual frameworks and theory to global luxury services. It will enable students to appreciate the more refined areas of luxury service and develop an understanding of leadership and its relationship within the organisational culture of luxury services – using hospitality as a major service example. The module will compare the service experience in luxury retail sectors and will provide students with a deep knowledge about business development, frameworks, processes and constraints associated with luxury services.
	This module aims to develop your knowledge, understanding and specialist skills in relation to international fashion PR. This plays a pivotal role in the marketing of fashion, communicating brand personality, developing brand awareness, managing brand identity and controlling image and communication. You will learn how to create a PR strategy and how to plan a PR campaign for a new and existing international fashion brands. The fashion show is one of the most significant events in the Fashion PR Calendar, developing excitement amongst consumers, winning industry acceptance and driving sales. You will gain knowledge of the historical and contemporary developments of fashion shows and explore how the show is used to maximise brand awareness and loyalty pre, during and post-event – critically analysing the effectiveness of different models of fashion presentation.

## Term 3 (Core modules)

<p><b>You will complete one final project from the options below.</b></p>	
	<p>In this module, you will undertake research to produce a dissertation on a topic related to luxury management. At the end of the module, you will submit a dissertation report. This is the final module in the programme and builds upon what is learnt in the previous modules to allow the opportunity to apply that knowledge through research into a luxury management topic of interest. The main aims of this module are to give you the opportunity to demonstrate your abilities to formulate a research question in your chosen area, to gather and select material to answer the question through critical analysis and evaluation of material, and to communicate the findings by presenting a coherent argument in an appropriate academic style.</p>
	<p>In this module you will undertake a business research project, potentially working in collaboration with a company in the luxury sector, on a 'live' business issue. You will produce a business research report that includes individual elements about your experiences, and also deliver a presentation to the supervisor, a moderator and a company representative if relevant. You may choose to work alone or in a team, however no more than two students may work together. This is the programme's major module and it builds upon what is learnt in the programme overall. It is an opportunity to apply the programme knowledge in a real luxury management environment.</p>
	<p>In this module, you will prepare a plan for starting up a new venture related to the luxury brand management sector. You will produce a start-up project report, which consists of a feasibility research section, a start-up plan, and a reflective report that includes individual elements about your experiences. This is the programme's major module and it builds upon what is learnt in the programme overall. It is an opportunity to apply the programme knowledge in a real luxury brand management environment.</p>



Megan Felton

“ 'I can't stress how much of a huge part Regent's has played in my life. Without the support of my tutors and the careers team, I wouldn't have been able to start my luxury brand in London. They really have been my #1 cheerleaders.' ”

*Megan Felton, MA Luxury Brand Management alumna*

Read Megan's story (<https://www.regents.ac.uk/testimonial-megan-felton-and-ksenia-selivanova>)



Maryam Alhubaishi “ 'I've gained a transferable set of skills that I can keep developing as market demands and technology evolves. I've also worked with a number of brands and gained a set of skills I can use across a range of luxury businesses.' ”

*Maryam Alhubaishi, MA Luxury Brand Management student*

Read Maryam's story (<https://www.regents.ac.uk/news/business-student-shortlisted-on-industry-honour-roll>)

## Other Business & Management courses

### International Business MA

Learn to think strategically, communicate effectively and lead in international business arenas.

(<https://www.regents.ac.uk/postgraduate/business-management/ma-international-business-old>)

### Data Science in Business MSc

Learn to use data insights to drive business strategy.

(<https://www.regents.ac.uk/postgraduate/digital-business-data-science/msc-data-science-in-business>)

### Entrepreneurship MA

Enhance your enterprise acumen, ready to perfect your big idea and become an effective entrepreneur in your chosen field.

(<https://www.regents.ac.uk/postgraduate/business-management/ma-entrepreneurship-old>)

### Management and Finance MA

Unlock your potential as an quick-thinking leader in finance.

(<https://www.regents.ac.uk/postgraduate/business-management/mam-finance-old>)

# Leadership and Organisational Change MA

Gain the knowledge and skills to become an agile leader and changemaker, prepared for work in a managerial role.

(<https://www.regents.ac.uk/postgraduate/business-management/ma-leadership-organisational-change-old>).

# Management and Marketing MA

Develop your understanding of marketing strategy.

(<https://www.regents.ac.uk/postgraduate/business-management/ma-management-marketing-old>).

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## Contact Us

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*Current students:*

[email protected] (<https://www.regents.ac.uk/cdn-cgi/l/email-protection#3455475f74465153515a40471a55571a415f>).

*All Contact Options* (<https://www.regents.ac.uk/about/contact-us>)

*Cookie Settings*

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