



» Luxury Brand Management

# Luxury Brand Management

London

## Dive into Luxury Brand Management!

Explore the home of many iconic brands and enjoy the endless inspiration that London has to offer.

Our short course blends theory with real-world experience to unlock your potential in this fast-paced and creative field.

### What will you learn?

Introduction to Luxury Brand Management

History/Evolution of Luxury Fashion Brands

Luxury Personas and Target Audience

Constructing a New Luxury Brand

Marketing Strategy for Luxury Brands

Customer Psychology and Brand Symbolism

Brands: Customer Relationship and Customer Experience

Sustainable Luxury and Corporate Social Responsibility

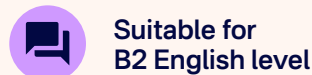
Digital Transformation and Luxury Brands

Establishing & Maintaining Brand Equity

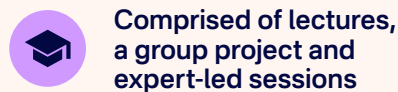
Rebranding (Group Project)



4 weeks



Suitable for B2 English level



Comprised of lectures, a group project and expert-led sessions



Company visit and industry guest speaker



Vlog, group work and final presentation



Age 18 +

2024 start dates:

**5 Aug**   **4 Nov**  
**2 Sep**

2025 start dates:

**3 Feb**   **4 Aug**  
**7 Apr**   **6 Oct**  
**2 Jun**

For courses starting in 2025, the required level will be from 5.5/B1 intermediate level.

### Who is it For?

This course is perfect for:

- › Future Professionals aiming for a career in luxury brand management
- › Recent Graduates eager to explore the luxury brand sector, marketing or fashion
- › Career Changers and Gap Year students interested in luxury brands
- › Curious Minds interested in the luxury brand sector

### Why Bayswater?

Bayswater provides global upskilling experiences that equip students with the skills and confidence to thrive in the future of work.

Our programmes blend academics with real-world experience, aligning perfectly with the concept of global competence.



Find out more at [bayswater.ac](https://www.bayswater.ac)

## Strengthen Soft Skills

Cultural Competence & Understanding

Language Skills

Independence & Self-reliance

Global Perspective

Improved Communication Skills

Critical Thinking & Decision Making

Teamwork & Collaboration

Improved Social Skills

Interpersonal Relationships

## Benefits

Relevant curriculum based on the latest developments and innovations

Taught by industry experts

Explore key locations and the luxury scene in London

Create and develop your own luxury vlog

Gain valuable career and industry insights from guest speakers

Certification: Bayswater Luxury Brand Management Certificate



## Sample Luxury Brand Management Timetable 2024

		Monday	Tuesday	Wednesday	Thursday	Friday
WK 1	Time	13.30-16.50				
	Topic	Introduction to Luxury Brand Management	History/Evolution of Luxury Fashion Brands	Group project	Tutor-led group project	Luxury Personas and Target Audience
WK 2	Time	13.30-16.50				
	Topic	Constructing a New Luxury Brand	Marketing Strategy for Luxury Brands	Group project	Tutor-led group project	Brands: Customer Relationship and Customer Experience
WK 3	Time	13.30-16.50				
	Topic	Company visit	Customer Psychology and Brand Symbolism	Group project	Tutor-led group project	Guest speaker
WK 4	Time	13.30-16.50				
	Topic	Sustainable Luxury and Corporate Social Responsibility	Digital Transformation and Luxury Brands	Group project	Establishing & Maintaining Brand Equity	Final presentations



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### Agent Enquiries

Our Agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an Agent in your area.

For agent sales enquiries please contact us at  
sales@bayswater.ac

