



# MA Luxury Brand Management

## London Campus

**Level of study:** Postgraduate

**Mode of study:** Full-time

**Duration:** 1 year

**Response to Covid-19:** Our focus is on providing a safe and welcoming learning environment and ensuring continued access to learning.

As a result of the coronavirus (Covid-19) pandemic and resulting social distancing requirements, we are intending to teach this course using a mix of on-campus and online learning activities. We continue to be guided by the Government to ensure our campus is Covid-secure. More information about our [response to Covid-19 and FAQs](#) are available [here](#).

All information is accurate at the time of sharing. Courses starting in 2021 are offered as a mix of face to face and online learning. We continue to monitor government and local authority guidance in relation to Covid-19 and we are ready and able to flex accordingly to ensure the health and safety of our students and staff. Contact time is subject to increase or decrease in line with additional restrictions imposed by the government or the University in the interest of maintaining the health and safety and wellbeing of students, staff, and visitors, potentially to a full online offer, should further restrictions be deemed necessary in future. Our online activity will be delivered through Blackboard Ultra, enabling collaboration, connection and engagement with materials and people.

## Overview

The programme aims to develop an innovative approach to the professional luxury brand management of luxury consumable goods (cars, cosmetics, drinks, fashion, fragrances, handbags, jewellery, luggage, yachts and watches). The programme provides you with the critical knowledge and awareness of the complex issues involved in the luxury consumable goods sector in the 21st century, working on concepts and platforms such as brand management, marketing, advertising and social media.

## Key facts

- Develop your skills in enterprise and leadership in the growing luxury brand sector
- Enhance your understanding of the production, distribution and strategic positioning of luxury goods
- The programme includes a live project, giving you a hands-on experience with a luxury brand company based on real-life situations
- Prepare yourself for managerial roles in the luxury brand industry
- Also available as [MA Luxury Brand Management with Advanced Practice](#)
- Upon completion of your programme, you will be eligible for the QA Professional Pathways programmes which will enable you to further develop your skills with one of the UK's largest providers of IT and project management training

## Course information

**Level of study:** Postgraduate

**Fee (UK/Home):** £7,350

**Fee (International):** £16,000

**Entry requirements:** 2:2 honours or equivalent from a recognised university in any subject IELTS 6.5, with no single element below 5.5 or equivalent .

**English language requirements:** IELTS 6.5, with no single element below 5.5 or equivalent

**Mode of study:** Full-time

**Duration:** 1 year

**Assessment methods:** Coursework

**Scholarships or bursaries:** available

**Student finance:** available

**Payment plan:** available

**Starts:** Jan, Sep,

## About this course:

### What will I study?

The programme aims to develop an innovative approach to the professional luxury brand management of luxury consumable goods (cars, cosmetics, drinks, fashion, fragrances, handbags, jewellery, luggage, yachts and watches). The programme provides you with the critical knowledge and awareness of the complex issues involved in the luxury

consumable goods sector in the 21st century, working on concepts and platforms such as brand management, marketing, advertising and social media.

This programme is also available as [MA Luxury Brand Management with Advanced Practice](#) which includes either an internship, consultancy project or research project.

Through a combination of research-informed teaching and learning, you will gain an understanding of the production, distribution and consumption of luxury goods with reference to the circular economy, all seen through the dependent role of the luxury brand manager. The programme also includes ethics, corporate social responsibility, enterprise and leadership, equipping you with a range of skills that could enable you to take on both creative as well as management positions in the luxury goods industry.

The programme is delivered by faculty staff that are internationally recognised for their cutting-edge research and publications, and those with direct industry experience. The course applies academic theory to a range of luxury industry global problems, providing you with the skills and confidence to work effectively in delivering change as professionals working within the luxury goods industry. This explicit industry focus maximises employability for graduates in any aspects of the luxury goods sector.

## Teaching and learning

The programme is designed to promote research-rich learning and to be responsive to your needs in providing a learning environment that is both challenging and supportive. It is designed to develop your understanding of the connections between luxury brand theory, luxury goods research and luxury sector ethical working practices, enabling you to engage with contemporary debates and trends. You will draw on lectures and seminars which will support you to explore and undertake research in the discipline through critically evaluating the research and approaches of the sector.

The learning and teaching philosophy is to promote independent and critical thinking to enable you to have developed the skills and confidence to design, execute and write up an original piece of empirically informed research. You will learn to understand the importance of mapping research methodologies against research questions. Discussion is also an important part of the learning process and you will be encouraged to develop your communication skills by taking an active part in seminars, including undertaking any pre-reading required. There are opportunities for visits and discussions with industry practitioners through the live industry project.

The dissertation module provides an opportunity for you to put learning into practice by designing, executing and writing up an original piece of research on a topic negotiated between you and your dissertation supervisor.

## How will I be taught and assessed?

- Teaching is delivered through a mix of lectures and seminars, totalling around **9-12 hours per week**.
- You are expected to engage in independent study, around **44 hours per week**
- **Assessment** is based on coursework. This includes presentations, portfolios, reports and case studies, giving you multiple methods to show your understanding of the course material.
- Taught by **experienced lecturers and academics** who use their industry experience to demonstrate how theories

translate into real-life situations.

- **Technology-enhanced** learning is embedded throughout the course to guide your preparation for seminars and independent research
- Benefit from **weekly academic support sessions** designed to build your ability and confidence as an academic learner
- You will be assigned a **guidance tutor** at induction who you will meet with regularly during your studies

## Careers and further study

The programme focuses on developing practical and employer-facing competencies particularly through the 'live project' module plus a range of entrepreneurial management skills embedded in all modules.

The programme encourages the development of entrepreneurial behaviours such as setting clear goals that you need to enter and succeed in your future career aspirations, including becoming global luxury brand managers who are critical and independent thinkers and not afraid to ask the big and, often challenging questions.

Upon successfully completing your course, you may undertake further professional development and training through Professional Pathways programmes. These are offered to our graduates for free, from our partner, QA. [Find out more about Professional Pathways and your eligibility.](#)

The programme is designed to increase employability skills through the acquisition of new knowledge that has direct applicability to the workplace. There is the opportunity throughout the programme for students to apply knowledge to workplace situations via the luxury brand project where you will develop practical applications to complex and unpredictable problems.

### Related reading

#### Luxury Brand reading:

- [Introducing: MA Luxury Brand Management](#)
- [Trends in Luxury Brand Management](#)

[Enquire now](#)

## Entry requirements

### Academic requirements

- Minimum 2:2 honours degree, or equivalent, from a recognised university in any subject

### If you don't meet the academic requirements

Applicants with non-standard prior learning and or relevant work experience and training are encouraged to apply. A CV (curriculum vitae) made up of prior work experience and training would need to be submitted for consideration by our faculty alongside the standard application.

Candidates coming through the non-standard route, such as through relevant work experience or old qualifications, will be invited to discuss their application.

All applications will be considered on an individual basis.

Alternatively, you may also be eligible for our [Pre-Masters courses](#). These are pathway programmes designed specifically for students who are looking to progress on to a Masters degree.

Please visit our [entry requirements](#) page for country-specific qualifications.

## English language requirements

Students require IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

If you have IELTS 5.5 – 6.0, you may be eligible to join our [Pre-Sessional English](#) before starting this programme.

[Enquire now](#)

## Modules

All modules on this course are core and 30 credits unless otherwise stated.

### Luxury Brand Management

In studying this module you will learn about the concept, application, marketing and management of luxury brands in relation to contemporary global brand markets, production and consumption patterns. The module combines critical, conceptual, applied and strategic approaches to the subject and practice of luxury brand management, communication and advertising, establishing consumer loyalty, and distribution.

Additionally, you will critically engage with luxury brands across numerous platforms. Finally, you will analyse luxury brands and their strategic management within a contemporary global context and gain an understanding of their marketing and consumption within comparative international markets.

### Luxury Brand Value

The module develops a theoretical exploration of what is value within a Luxury Brand as a key component of the global luxury goods marketplace. It will explore value in global luxury brand management across the spectrum of design, consumer experience and global marketing. This will involve a critical investigation of 'value' in luxury brands and their relationship between linking product, communication and marketing through management.

### Luxury Industry Project

This module provides you with a critical understanding of luxury brand management in the context of contemporary theories, practices, trends and work patterns that have developed within the luxury consumer goods sector. Initial lectures examine issues such as the context of the luxury consumer goods industries, the characteristics of luxury brand products, the day to day issues of the luxury industries with a specific focus on the political economy of luxury brands, the role of audiences in consuming luxury products and the main trends in the luxury consumer goods industries.

The project then involves a case study in the luxury consumer goods industry. You are set an industry-related brief to work as part of a live project with a luxury brand company.

## Design Process

You will learn concepts, methods and principles aligned with three knowledge portfolios: action research and reflective practice, cross-cultural collaboration, innovation and enterprise. You will learn about action research methods and will build your own action research process models and recording templates that you will apply in practice to facilitate your development as a reflective practitioner. You will also learn about theories of enterprise and innovation and will apply this knowledge by exploring business models and intellectual property.

## Academic and Professional Development (0 credits)

Through the content of the module, you will be supported in your programme and the taught modules that constitute your programme through a series of lectures and seminars. The lectures allow for the dissemination of relevant information and links. The lecture slots include the involvement of the Programme Leader who will seek to engage the students and support and dissect you on a range of pastoral and professional issues. The seminar slots provide the key means to academic development and again are linked to the modules on your programme.

Generally, the first semester is designed to provide information such as that associated with assessment feedback and to develop skills such as team working. The second semester is designed to provide information on professional activities such as professional body involvement and networking and to develop skills such as those associated with employability.

## Luxury Brand Management Dissertation (60 credits)

In this module, you will synthesise the learning from semesters 1 and 2 to create a written dissertation of 15000 words. The thesis will demonstrate that you recognise the value of luxury brand management within luxury brands and the luxury brand market. This will evidence an analysis of advanced academic research, debates, and the use of theories that demonstrate real-world discipline, with specific value within a luxury brand context.

You will be expected to take an increasingly autonomous approach to your studies at this stage in developing, embedding and clarifying personally developed research themes, theories and experiences that will be realised through a thesis topic that outlines a luxury brand issue.

[Enquire now](#)

## Fees and finance

## Tuition fees 2021/22

- **UK/Home:** £7,350
- **International students:** £16,000

## Tuition fees 2022/23

- **UK/Home:** £7,950
- **International students:** £16,500

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a Northumbria University London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £100 for the duration of your studies should you choose to purchase any additional reading materials.

### What's included in your tuition fees?

Your tuition fees cover far more than your time in class with our expert academics, it covers the cost of providing you with excellent services and student experience.

- Contact time in class – typically in lectures, seminars and tutorials
- Access to facilities, including computers, on-campus Wi-Fi, printers, vending machines, quiet study spaces
- The support of our Careers & Employment Service who help you to become more employable, secure placements and run workshops
- Academic support – our ACE Team run multiple sessions on academic writing, presenting, exam techniques throughout the semester, as well as 1-2-1 appointments and drop-in sessions
- Student support services such as our Ask4Help Service. Find out more about the services available to you on our [Student Support](#) page
- Access to online resources, including 24/7 Library with over 400,000 e-books and 50,000 electronic journals.

## Scholarships and bursaries for international students

If you are an international student and choose to study this programme, you may be eligible for a either bursary or academic scholarship.

All of our scholarships and bursaries are automatically applied when we process your application and our team will be able to confirm your eligibility.

### [Scholarships and bursaries](#)

## Payment plans for self-funded students

If you need to spread the cost of your tuition, you may be eligible for our payment plan.

[Payment plans](#)

## Government Loan for Masters study

If you are a UK or Home student, you may be eligible for a postgraduate loan of up to £10,000+ from the UK Government. Click [here](#) to find out more about the loan and whether you are eligible to receive it.

[Postgraduate Loan](#)

## How to apply or find out more

### How to find out more

Enquire now to find out more information about the course, studying with us, the application process, and to ask any other questions you may have.

[Enquire now](#)

### How to apply

Once you're ready to apply, you can apply online to study the MA Luxury Brand Management. This method allows you to upload your supporting documents at the time of application and automatically receive your student application number.

[Apply online](#)

We strongly recommend that you submit your application as early as possible to allow you to complete all of the preparations needed to study your programme. After receiving an offer it can take time to arrange your finances and apply for your visa (if required) and it is important that you arrive in good time to enrol onto your course. Please refer to the [Dates and Fees](#) page.

If you are unable to apply online, then you can download a PDF application form and email it to [london.admissions@northumbria.ac.uk](mailto:london.admissions@northumbria.ac.uk).

[International students application form](#) [UK/Home students application form](#)

### Supporting documents

For us to assess your application in a timely manner, it is important that you provide us with the following documents:

- Fully completed application form



- Personal email address must be included on the application form
- Transcripts and/or certificates (including a certified translation if not in English)
- Passport – copy of personal details page
- Proof of financial sponsorship if applicable
- Reference
- Confirmation of immigration history including copies of previous and current visas if applicable

You can check more information on [how to apply here](#), including guidelines for the application forms.