

INTERNATIONAL PROGRAM CYCLE BACHELOR

Programme disponible
à Lyon

YEAR 1

LUXURY, CULTURE AND CIVILIZATION

Key markets players in the luxury industry
Fashion history
Film history
Art & design history
French etiquette: good manners and social skills

MARKETING AND SALES IN THE LUXURY INDUSTRY

Principles of marketing
Operational marketing
Applied marketing: case studies
Advertising campaigns
Sales negotiation techniques
Principles of digital marketing
Press review and writing techniques
Marketing project

ECONOMIC AND LEGAL ENVIRONMENT IN THE LUXURY INDUSTRY

Introduction to law
Introduction to accounting

COMMUNICATION TOOLS

Chinese
Office software applications
Career building workshops
Cultural review in the UK and the USA
English conversation

YEAR 2

LUXURY AND CULTURE

Perfume history

MARKETING AND COMMUNICATION IN THE LUXURY INDUSTRY

Market research
Sales techniques and team management
Digital marketing
Consumer behaviour

ECONOMIC AND LEGAL ENVIRONMENT IN THE LUXURY INDUSTRY

International trade
Accounting analysis
Contract law
Organizational behavior
Economics
European Union institutions

COMMUNICATION TOOLS

French for foreigners
Chinese
Career building workshops
Elective course: graphics techniques

SEMESTER FROM JANUARY TO APRIL



IN LONDON
(LONDON COLLEGE OF FASHION)

Fashion history and artefacts
British cultural studies
Fashion styling
Creative visual communication (moodboard, photography)
Visual merchandising
Fashion marketing in the UK

YEAR 3

MARKETING IN THE LUXURY INDUSTRY

Brand identity and strategy
Market survey
Business to business sales techniques
Luxury challenge

ECONOMIC AND LEGAL ENVIRONMENT IN THE LUXURY INDUSTRY

Commercial and distribution law
Costs analysis
Financial analysis
Elective course entrepreneurship
Geopolitics
Business strategy
Intercultural management

DIGITAL MARKETING AND COMMUNICATION IN THE LUXURY INDUSTRY

Advanced digital marketing
Digital contents and virality
Advertising

COMMUNICATION TOOLS

French for foreigners
Chinese
Office software applications (level PCIE Start)
Career building workshops
Elective course: graphics techniques

SEMESTER FROM SEPT. TO DEC.

(OR ALL THE YEAR IN A FOREIGN COUNTRY)



IN CHINA

Brand identity in luxury
Consumer behavior
Strategic marketing
Contemporary Chinese politics & economy in a new era
Industrial tour
Cross culture on-field study
Chinese culture
Chinese language

Diplôme Recognized by
the state at level 6

**RESPONSIBLE MARKETING
ET COMMUNICATION***

Optional Exchange semester or
Double Degree abroad programs.

OPPORTUNITIES

- ▶ Marketing assistant
- ▶ Trade marketing assistant
- ▶ Sales advisor
- ▶ Community manager
- ▶ Media planner
- ▶ Communication manager
- ▶ Press officer
- ▶ Commercial assistant
- ▶ Visual merchandiser

* Délivré sous l'autorité de SAS ISIMI - PPA (accessible par la VAE), inscrit au RNCP par arrêté du 26 septembre 2016 publié au Journal Officiel du 04 octobre 2016 (code NSF 312).