

FASHION, LUXURY & ART MANAGEMENT

Certificate awarded by: EBS PARIS

Welcome event: July 2nd, 2018 (morning)

Start date of courses: July 2nd, 2018 (afternoon)

End date: July 26th, 2018

Certificate Ceremony: July 26th, 2018

Total ECTS: 8 **Total contact hours:** 72

Program requirement: be at least 18 years of age with basic business knowledge

Program location: EBS PARIS - Campus Eiffel I, 10 rue Sextius Michel, 75015 Paris, France

Language of instruction: English

PROGRAM FEE: 1,850€

FEE INCLUDES:

- Orientation / Welcome Event
- Weekly cultural visits / activities
- Computer accounts at the school (WIFI access)
- Access to the school's Media Center
- Official transcript of grades
- Program Certificate
- Certificate Ceremony

PROGRAM OVERVIEW / OBJECTIVE:

Summary

This program will introduce students to the fundamentals of fashion, luxury and art management.

The program is structured around 3 modules: Fashion Management, Luxury Goods Management, Art Management and combines courses, cultural visits and workshops.

It will allow students to gain better knowledge and understanding of the culture and the economy of these sectors, to study brands and their history and to become familiar with key sectors of French heritage.

Key Words

Knowledge & understanding of the French heritage

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PROGRAM COURSE LIST

Course Title	ECTS (credits)	Contact hours	Level (undergraduate or graduate)
Fashion Management	3	24	undergraduate
Luxury Goods Management	3	30	undergraduate
Art Management	2	18	undergraduate

COURSE 1 : Fashion Management

Course Title	Fashion Management
Course Objectives	<p>To know and understand the fashion industry:</p> <ul style="list-style-type: none"> • Overview of the market and focus on some iconic brands • History & culture • Trends, creation, innovation and know-how • Brand strategy & development • The market of fashion : France & Italy, different approaches / different business models • Distribution & retail
Pre-requisites	Basic knowledge in marketing & business
Recommended readings	<p>Okonkwo, Uche. <i>Luxury Fashion Branding: Trends, Tactics, Techniques</i> Jin, Byounggho & Elena Cedrola. <i>Fashion Branding and Communication: Core Strategies of European Luxury Brands.</i> Cox, Caroline. <i>Luxury Fashion: A Global History of Heritage Brands.</i></p>

COURSE OUTLINE:

The course will provide a solid foundation in management, applied to the fashion sector: marketing, strategic and operational approach. It will allow students to better understand and make use of the value of a brand. It will also provide a deep knowledge of creation: culture of fashion, of design and an understanding of the creative process. The course will include a visit of the new Yves Saint Laurent Museum (and maybe other visits, TBC).

COURSE 2 : Luxury Goods Management

Course Title	Luxury Goods Management
Course Objectives	<p>To know and understand a heterogeneous sector</p> <ul style="list-style-type: none">• History and notion of luxury: What is luxury?• The luxury market: players and sectors• Luxury & crafts• An introduction to luxury marketing : key concepts and specificities, tomorrow's challenges• The consumers of luxury• Sustainable luxury• Premium strategy vs luxury strategy : fragrance vs jewelry
Pre-requisites	A basic knowledge of marketing & business
Recommended readings	<p>Kapferer, J.N. <i>Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare.</i> Som A. & C. Blanckaert. <i>The Road to Luxury: The Evolution, Markets, & Strategies of Luxury Brand Management.</i></p>

COURSE OUTLINE:

Before discussing luxury management, we need to understand what luxury actually is. What is its history and its environment? We will then address the specific strategies of this diversified sector and how it needs to meet the challenges of tomorrow. This course also includes specific visits such as Musée du Parfum (and maybe temporary exhibitions or fairs, TBC).

COURSE 3 : Art Management

Course Title	Art Management
Course Objectives	<p>To reconcile all the practical aspects of running a business without stifling the artist's creativity:</p> <ul style="list-style-type: none">• Overall view of the market: art and private / public cultural institutions, entertainment market• The role of art towards society: inspire ideas, educate, shape nations and peoples' identities, etc.• The need for management: project management, staff management (teams and artists), marketing, funding, etc. <p>To discover some of Paris's best museum exhibitions, theaters and galleries.</p>
Pre-requisites	A basic knowledge in marketing & business
Recommended readings	<p>Byrnes, William. <i>Management and the Arts.</i> Walter, Carla. <i>Arts Management: An Entrepreneurial Approach.</i> Walmsley, Ben. <i>Key Issues in the Arts and Entertainment Industry.</i></p>

COURSE OUTLINE:

Museums, art galleries, theaters, opera houses are all institutions. As such, they are legal entities who need to meet legal, economical and organizational requirements to exist and operate within society (just like entertainment companies). Arts Management's role is to help art institutions, both for-profit and non-profit, meet those requirements. Besides, art institutions often face budget and technical constraints that will also be discussed in this course.