

# LUXURY AND BRAND MANAGEMENT (LXMT)

## LXMT 501 Business Concepts in Luxury and Fashion (5 Credits)

A fundamental understanding of business management practices is essential to success in the luxury and fashion marketplace. In addition to an examination of modern business trends, students in this course explore the development of organizational structures, effective leadership techniques, and strategic decision-making methods for achieving financial objectives. Students conduct brand analyses and create business solutions as they hone skills necessary for success in current markets.

## LXMT 503 Trend Forecasting and Analysis for the Luxury Marketplace (5 Credits)

In the ever-evolving global luxury marketplace, staying ahead of trends is crucial for success. This course offers an exciting exploration of trend forecasting techniques and analysis within the context of luxury and creative industries. Students gain insights into consumer behavior and the adoption of trends while learning to predict future trends by establishing the intersection of aesthetics, culture, economy, lifestyles, art, music, film, and technology.

**Attributes:** Studio Elective Requirement

## LXMT 504 Visual Communication for Luxury Marketing (5 Credits)

Visual communication is the art of delivering a message through design. In this course, students investigate the fundamental components of visual communication technology and design in the context of presenting ideas, delivery concepts, and building a personal brand. They employ industry-standard presentation techniques to create compelling visual narratives and professionally pitch their luxury marketplace concepts.

**Attributes:** Studio Elective Requirement

## LXMT 730 The Art of Luxury: Trends, Strategies, and Insights (5 Credits)

From exotic travel to luxury automobiles to high-end fashion, marketing luxury brands and experiences requires a unique strategy and perspective. This course explores the evolution of luxury consumption and the marketing practices of successful luxury brands. Students apply their research to the development of unique, innovative strategies and compelling brand messages, targeting luxury consumers in a global marketplace.

## LXMT 740 Visual Narrative for Consumer Engagement (5 Credits)

From fashion films and video lookbooks to designing the visual elements of retail space, strategic brand building engages consumers with compelling visual narratives and cutting-edge experiences woven across multiple platforms and media. By experiencing all phases of the production process, students meld visual narratives and storytelling principles with technology solutions to reach luxury consumers in an evolving digital landscape.

**Attributes:** Studio Elective Requirement

## LXMT 742 Advertising Luxury (5 Credits)

Students explore this expanding area of the fashion industry through a series of modular workshops. These include, but are not limited to, visual merchandising, fashion advertising, and professional practices in marketing.

**Attributes:** Studio Elective Requirement

## LXMT 745 Global Distribution for Luxury Brands (5 Credits)

Today's fashion and luxury companies rely on a complex integration of wholesale, brick-and-mortar, and digital channels for distribution of luxury goods and services. From retail stores to ecommerce channels, students learn the specific tools, models, and best practices to effectively build and manage a global retail network.

**Prerequisite(s):** LXMT 730; LXF 730; SBIZ 710 or BUSI 710.

## LXMT 747 Supply Chain Management in the Global Marketplace (5 Credits)

From sourced materials to personal shopping experiences, managing the supply chain is paramount to a successful business strategy. Key areas investigated include the evaluation of suppliers and supply chain providers, cost analysis, quality assurance, sustainability, inventory management, warehousing, and logistics. Students research and create a global supply chain strategy for introducing a new product to the marketplace.

**Prerequisite(s):** LXMT 730 or LXF 730.

## LXMT 749 Luxury and Brand Management M.A. Final Project (5 Credits)

Applying appropriate methodologies, students synthesize the knowledge and expertise acquired throughout their luxury and fashion management studies to produce an innovative solution for a luxury brand. The final project of the program results in a deliverable that responds to current trends in the luxury marketplace, culminating in a research document and professional presentation. **Prerequisite(s):** Completion of the review for candidacy.

**Prerequisite(s):** minimum score of 5 in 'Graduate Prerequisite Test'.

## LXMT 760 Leadership, Ethics, and Sustainability in the Luxury Marketplace (5 Credits)

Global brand leaders in the luxury marketplace must make informed, ethical decisions that consider the impact on and contribution to the environment, people, and cultures that make up the supply chain. Students in this course learn to maximize the value of brand equity by establishing and adopting ethical and sustainable practices.

**Prerequisite(s):** LXMT 730 or LXF 730.

**Attributes:** Studio Elective Requirement

## LXMT 770 Watches and Jewelry: Global Management and Brand Building (5 Credits)

The intricate world of luxury watches and jewelry blends craftsmanship, design, and marketing in one comprehensive experience. In this course, students learn about the rich history, heritage, and technical expertise behind iconic brands, as well as the art of creating, curating, and selling high-end pieces. Through this course, students gain a deep understanding of luxury consumer behavior, trends, and the global market, which are essential in a fast-growing industry. This knowledge and hands-on experience will serve students in various creative careers, whether pursuing roles in design, branding, marketing, or entrepreneurship in the luxury sector.

**Prerequisite(s):** LXMT 730.

**Attributes:** Studio Elective Requirement

## LXMT 772 Beauty: Global Management and Brand Building (5 Credits)

Beauty is a multibillion-dollar industry and today's fashion and luxury brands are vying for their share of the global market. Through exploration of product development, packaging, and merchandising, students gain insight into luxury brand strategies specific to marketing beauty in a global marketplace. With an understanding of the core concepts and business models that define the beauty industry, students create, develop, and market an original product for a luxury brand.

**Prerequisite(s):** LXMT 730 or LXF 730.

**Attributes:** Studio Elective Requirement

**LXMT 774 Fragrance: Global Management and Brand Building (5 Credits)**

The business of fragrance is a key player to the global reach and financial performance of luxury brands. In this course, students experiment with core ingredients, develop product packaging, and research business models and marketing strategies in support of a new fragrance launch. These fundamentals prepare students to create, develop, and market a prototype fragrance for a luxury brand, retailer, personality, or designer.

**Prerequisite(s):** LXMT 730 or LXFM 730.

**Attributes:** Studio Elective Requirement

**LXMT 776 Travel and Hospitality: Global Management and Brand Building (5 Credits)**

From private flights to bespoke spa experiences, students gain insight into upscale industry-leading brands, business models, and marketing strategies that are shaping luxury travel and hospitality. This course prepares future marketing leaders by providing a broad understanding of the related business segments of the luxury travel and hospitality industry, such as fine dining, wineries and vineyards, exclusive travel, and cruises. Through multi-disciplinary collaboration, students develop a portfolio project focused on luxury leisure and business travelers.

**Prerequisite(s):** LXMT 730 or LXFM 730.

**Attributes:** Studio Elective Requirement

**LXMT 778 Luxury Tech: Global Management and Brand Building (5 Credits)**

From field research to product launch, students delve into the expanding marketplace of luxury tech. Through exploration of how luxury tech impacts market segments, such as aviation, boating, automotive, consumer electronics, and artificial intelligence, students study the convergence of technology and luxury.

**Prerequisite(s):** LXMT 730 or LXFM 730.

**Attributes:** Studio Elective Requirement

**LXMT 779F Graduate Field Internship (5 Credits)**

Students in this course undertake a field assignment under the supervision of a faculty member.

**LXMT 779T Graduate Teaching Internship (5 Credits)**

Students in this course undertake a teaching assignment under the supervision of a faculty member.

**LXMT 785 Graduate Independent Study (5 Credits)**

**LXMT 790 Luxury and Brand Management M.F.A. Thesis (5 Credits)**

Demonstrating the professional acumen acquired throughout their graduate studies, students identify an innovation business opportunity and propose a research-based solution. From research to final presentation, the resulting thesis will extend the body of knowledge in the field of luxury and brand management.

**Prerequisite(s):** minimum score of 6 in 'Graduate Prerequisite Test'.