

# LUXURY AND BRAND MANAGEMENT, MA

Code	Title	Hours
SBIZ 717	Strategic Financial Management	5
LXMT 730	The Art of Luxury: Trends, Strategies, and Insights	5
LXMT 740	Visual Narrative for Consumer Engagement	5
LXMT 742	Advertising Luxury	5
LXMT 745	Global Distribution for Luxury Brands	5
LXMT 747	Supply Chain Management in the Global Marketplace	5
LXMT 749	Luxury and Brand Management M.A. Final Project	5
Select one of the following:		5
LXMT 779F	Graduate Field Internship	
500-level SCADpro Elective		
500- to 700-level Elective		
700-level ARTH elective		5
<b>Total Hours</b>		<b>45</b>

Note: At the time of admission, up to five additional graduate-level intensive courses may be assigned, bringing the student's required course of study to a total of 50 to 70 hours.