

LUXURY AND BRAND MANAGEMENT, MFA

Code	Title	Hours
ARTH 702	Art Criticism	5
SDES 711	Methods of Contextual Research	5
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
SBIZ 742	Futurecasting: Trends and Foresight	5
LXMT 745	Global Distribution for Luxury Brands	5
LEAD 745	Marketing Creative Business Ventures	5
LXMT 747	Supply Chain Management in the Global Marketplace	5
Select two of the following:		10
GDVX 757	Experience Design for Physical Spaces	
LXMT 760	Leadership, Ethics, and Sustainability in the Luxury Marketplace	
LXMT 770	Watches and Jewelry: Global Management and Brand Building	
LXMT 772	Beauty: Global Management and Brand Building	
LXMT 774	Fragrance: Global Management and Brand Building	
LXMT 776	Travel and Hospitality: Global Management and Brand Building	
LXMT 778	Luxury Tech: Global Management and Brand Building	
Select one of the following:		5
LXMT 779F	Graduate Field Internship	
BEST 779	Teaching Art and Design	
LXMT 790	Luxury and Brand Management M.F.A. Thesis	5
Select three of the following:		15
500-level SCADpro Elective		
500- to 700-level Elective		
500- to 700-level Elective		
500- to 700-level Elective		
700-level ARTH elective		5
Total Hours		90

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 95 to 115 hours.