

BACHELOR LUXURY COMMUNICATION MANAGEMENT

**PARIS
SCHOOL
OF LUXURY**

- 3 YEARS - FALL INTAKE
- FULLY TAUGHT IN ENGLISH
- STATE-RECOGNISED DEGREE, RNCP LEVEL 6
- AT THE HEART OF PARIS, NEXT TO THE CHAMPS ELYSEES
- WORK & STUDY OPTION
INTERNATIONAL STUDENTS
ARE ALLOWED TO WORK UP
TO 20 HOURS/WEEK



WELCOME TO A UNIQUE LUXURY SCHOOL

Since its creation in 2017, Paris School of Luxury has established itself in the Parisian luxury landscape, through highly specialised courses, as well as its media presence, events and the publishing of major works on this thriving sector. Established since then in Nice as well, in 2021 Paris School of Luxury becomes a unique platform consisting of two complementary schools:

- Paris School of Luxury Business, a school dedicated to Marketing and Communication (Paris and Nice)
- Paris School of Luxury Creation, a school dedicated to careers in digital visual creativity in the luxury, fashion and beauty sectors (only in Paris).

The programme

BA programme established by luxury, fashion & beauty professionals.

DEGREE

- STATE-RECOGNISED DEGREE
- RNCP LEVEL 6

DURATION

- 3 YEARS PROGRAMME
- 1 300 HOURS

CAMPUS

- PARIS

LANGUAGE

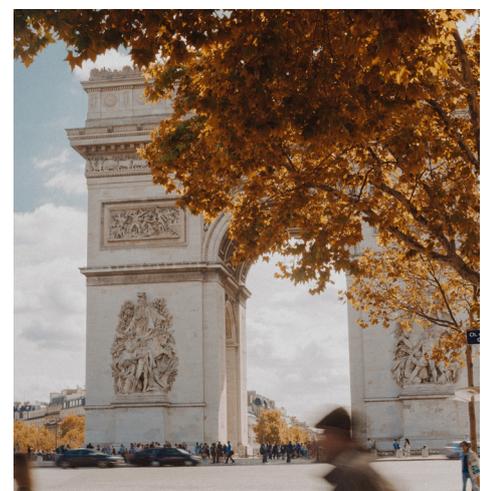
- FULLY TAUGHT IN ENGLISH + INTENSIVE FRENCH

PRE-REQUISITES

- HIGH SCHOOL DIPLOMA COMPLETED
- IELTS 6.0

EMPLOYMENT OPPORTUNITIES

- LUXURY STORE MANAGERS
- BRAND BUILDERS
- LUXURY BUYER



The courses*

YEAR 1

INTRODUCTION TO MARKETING
MARKETING AND ECONOMIC RESEARCH
RETAIL
LUXURY COMMUNICATION
INTRODUCTION TO EVENT COMMUNICATION
CREATIVE WRITING
INFLUENCE STRATEGY
FUNDAMENTALS OF COMMUNICATION
PERFUME HISTORY
HARD LUXURY & JEWELRY CULTURE
GAMING CULTURE
CHINA CULTURE / GENERAL CULTURE

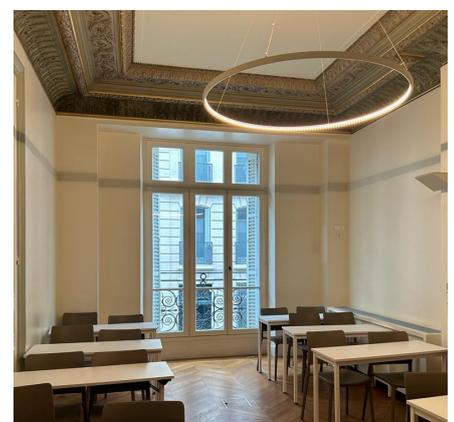
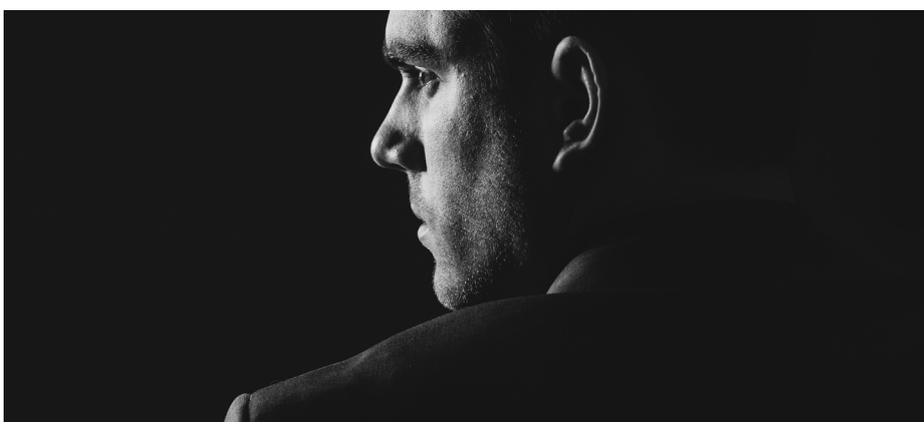
FASHION HISTORY / FASHION SHOWS
CULTURE
LUXURY, FASHION & BEAUTY ECONOMY
MUSICALWEEK CW / TREND WEEK CW /
CREATIVE WEEK
FRENCH / IELTS
ENGLISH ROLE PLAY
EXCEL / PACK ADOBE
ECONOMY
CLASSROOM ACTIVITY / COMMUNITY LIFE
SUSTAINABLE DEVELOPMENT

YEAR 2

FUNDAMENTALS OF MARKETING
DIGITAL MARKETING STRATEGY / MARKETING
RESEARCH - MARKETINGINSIGHT
DATA MARKETING INITIATION
BEAUTY MARKETING / LUXURY MARKETING
LUXURY COMMUNICATION / COMMUNICATION
PUBLIC RELATIONS
HARD LUXURY & JEWELRY CULTURE LEVEL 2
CULTURE DIGITAL FASHION & ART / CULTURAL
OUTINGS / CULTURE & BUSINESS ASIA
FASHION HISTORY / FASHION SOCIOLOGY /
STREETWEAR CULTURE

FASHION SHOWS CULTURE / FASHION &
INCLUSIVENESS
LMB ECONOMY
FRENCH / IELTS
ENGLISH ROLE PLAY
EXCEL / PACK ADOBE
ECONOMY
LEADERSHIP AND BUSINESS DEVELOPMENT
COUNTERFEITING & TRADEMARK LAW
CLASSROOM ACTIVITY / COMMUNITY LIFE
SUSTAINABLE DEVELOPMENT
CREATIVE WEEK / SPECIAL WEEK
SPRINT Jr

* Some courses may change



The courses

YEAR 3

STRATEGIC PLANNING / OMNICHANNEL
MARKETING
LUXURY MANAGEMENT / BEAUTY MARKETING
MARKETING REFRESHER (INSTEAD OF
SPRINT)
BEAUTY COMMUNICATION / CRISIS PUBLIC
RELATIONS COMMUNICATION
BRAND PLATFORM
COMMUNICATION & LUXURY / WEB 3
COMMUNICATION
INITIATION BRAND PRODUCT MANAGER
LUXURY TOURISM SECTOR DISCOVERY
WINE & SPIRITS CULTURE

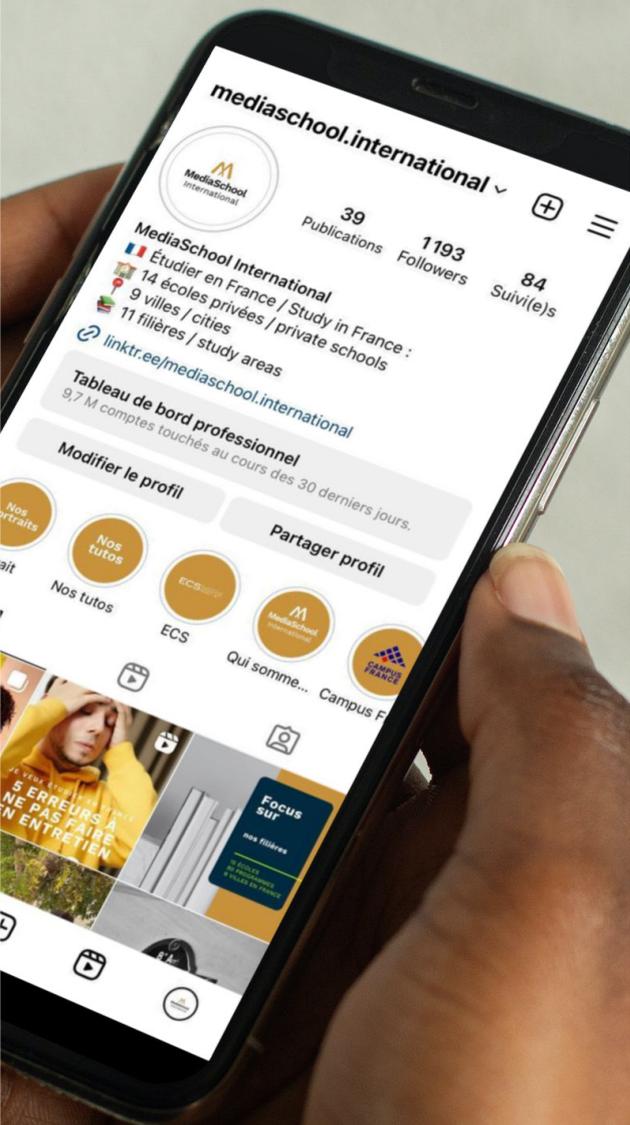
CULTURAL OUTINGS
SOCIOLOGY OF FASHION
FASHION SHOW CULTURE / LUXURY,
FASHION & BEAUTY REFRESHER COURSE
CHINESE / ITALIAN / FRENCH / ENGLISH
ROLE PLAY
EXCEL APPLIED TO ACCOUNTING &
MANAGEMENT
ECONOMY / TRADEMARK LAW
PEDAGOGY
COMMUNITY LIFE
ECOLOGICAL TRANSFORMATION
CREATIVE WEEK / EVENT WEEK
SPRINT Jr

* Some courses may change





MediaSchool
International



Your contact

A contact person to assist and guide you throughout the admission process until your arrival in France.

info.international@mediaschool.eu



Let's
connect!

ONE PROJECT: YOURS, LET'S MAKE IT UNIQUE.