

# 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

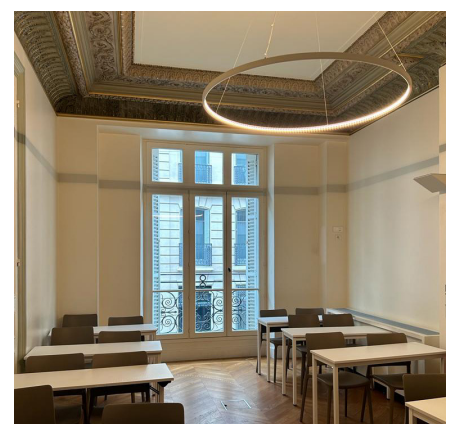
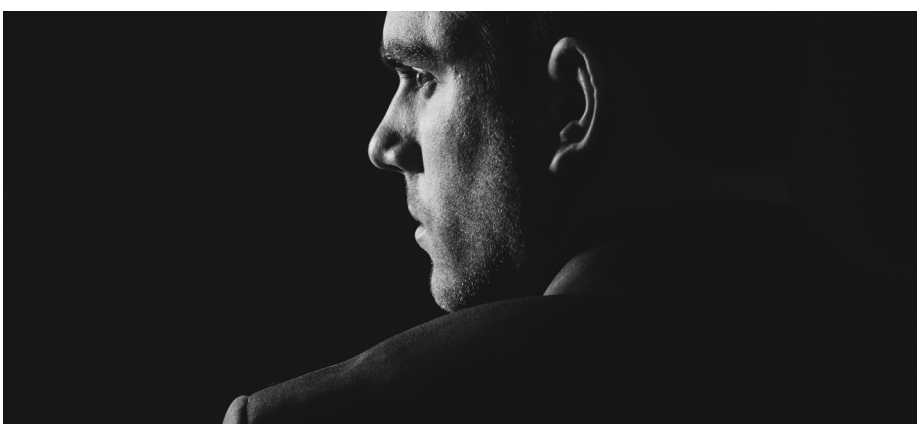
FASHION HISTORY / FASHION SHOWS  
CULTURE  
LUXURY, FASHION & BEAUTY ECONOMY  
MUSICAL WEEK CW / TREND WEEK CW /  
CREATIVE WEEK  
FRENCH / IELTS  
ENGLISH ROLE PLAY  
EXCEL / PACK ADOBE  
ECONOMY  
CLASSROOM ACTIVITY / COMMUNITY LIFE  
SUSTAINABLE DEVELOPMENT

## YEAR 2

FUNDAMENTALS OF MARKETING  
DIGITAL MARKETING STRATEGY / MARKETING  
RESEARCH - MARKETING INSIGHT  
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

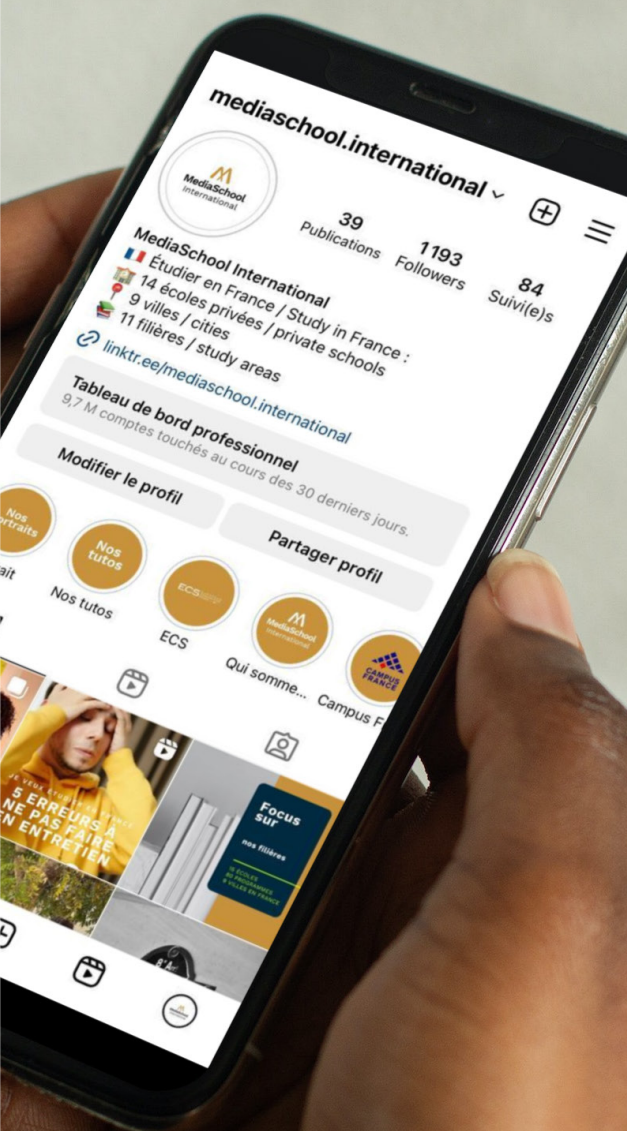
CULTURAL OUTINGS  
SOCIOLOGY OF FASHION  
FASHION SHOW CULTURE / LUXURY,  
FASHION & BEAUTY REFRESHERCOURSE  
CHINESE / ITALIAN / FRENCH / ENGLISH  
ROLE PLAY  
EXCEL APPLIED TO ACCOUNTING &  
MANAGEMENT  
ECONOMY / TRADEMARK LAW  
PEDAGOGY  
COMMUNITY LIFE  
ECOLOGICAL TRANSFORMATION  
CREATIVE WEEK / 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](mailto:info.international@mediaschool.eu)



Let's  
connect!

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