



BIRMINGHAM CITY
School of Fashion
and Textiles

*Unlocking the Art of
Exquisite Elegance*

*Master the World of
Luxury with our*

**MA Luxury Brand
Management
Programme**

Post Graduate Guide





Welcome to our Master's in Luxury Brand Management Programme!

As the luxury market gets bigger and better, the industry's complexities and its intersection with business require knowledgeable and skilled professionals. This programme equips graduates with the necessary tools and expertise to navigate the fast-paced, ever-evolving world of luxury brand management. Our graduates will emerge as leaders and innovators trained to drive success for luxury brand organisations worldwide.

This course will address the specific challenges and opportunities of the luxury sector and is the perfect choice for students that see their future careers with premium, high-end and luxury brands.

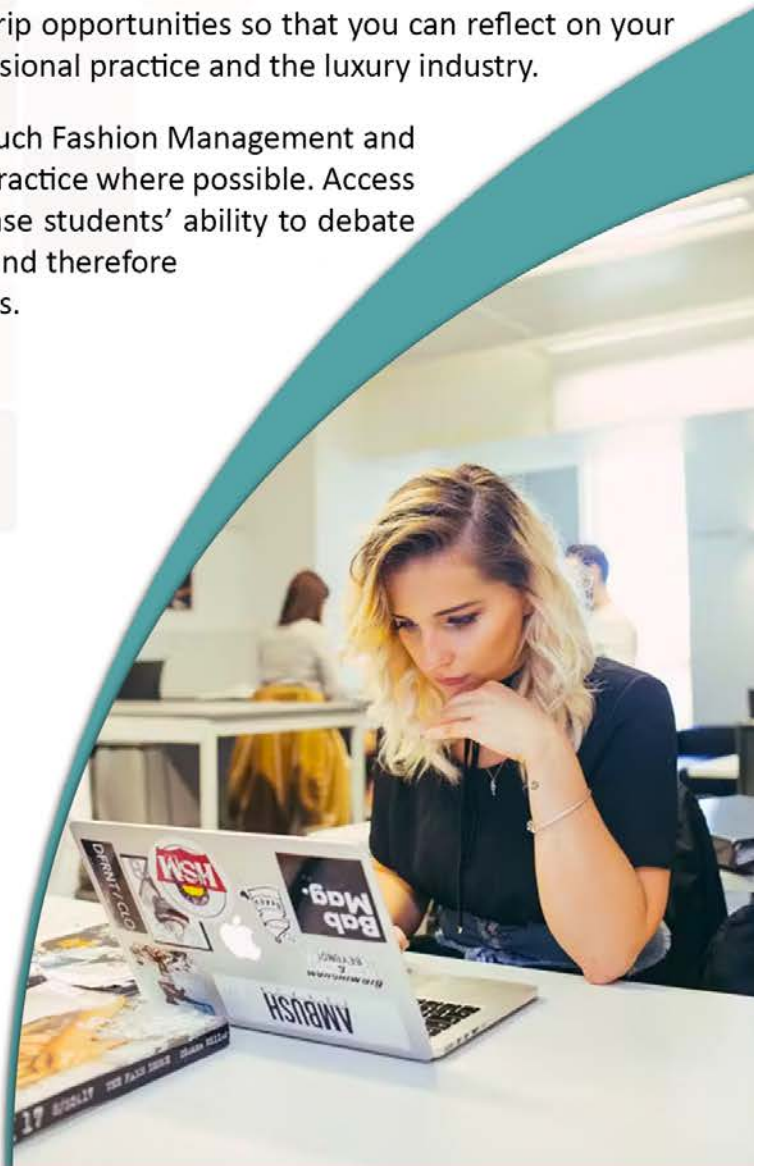
We enable you to become a confident leader and an innovative thinker, learning how to approach brands and decide their place within the market. You'll learn how luxury brands are managed in the international marketplace, as well as looking at branding from producer and consumer perspectives.

The course encourages you to develop the skills and competences of future managers in the Luxury Industry. To do this, you will be capable of making management decisions at both a strategic and at a tactical level, emphasising the complexity and dynamics of business and management and an awareness of the nature of the various factors which influence management decisions.

The School provides a unique setting for students to observe their peers, taking advantage of the proximity of fashion and textile design students at the Parkside Campus and the School of Jewellery in Birmingham's Jewellery Quarter.

The course encompasses numerous field trip opportunities so that you can reflect on your developing knowledge in relation to professional practice and the luxury industry.

There is commonality with other courses such Fashion Management and you will benefit from shared lectures and practice where possible. Access to interactive digital technology will increase students' ability to debate and share experiences in a global context and therefore integrate knowledge from different cultures.





What do Luxury Brand managers do?

Luxury brand managers are responsible for overseeing and managing the marketing, sales, and brand image of luxury products and services. They are tasked with maintaining the brand's exclusivity, prestige, and reputation for quality, while also driving sales and revenue growth.

Some specific tasks that luxury brand managers may perform include:

- **Developing and executing marketing strategies** that target high-end consumers and build brand awareness.
- **Collaborating with designers and product development teams** to create high-quality, exclusive products that appeal to the brand's target audience.
- **Establishing and maintaining relationships with key partners**, such as retailers, suppliers, and distributors.
- **Monitoring sales data and market trends** to identify opportunities for growth and improvement.
- **Managing the brand's public image and reputation** through advertising, public relations, and other communications channels.
- **Ensuring that the brand's products and services** are delivered with the highest levels of quality and customer service.
- **Managing budgets and financial performance** to ensure that the brand's operations are profitable and aligned with business objectives.

Modules in depth - Semester I

Analysis and Planning for Management

Analysis and planning for management is a set of processes that involve analysing data, identifying opportunities and challenges, and creating plans and strategies to achieve organisational goals and objectives. These processes are critical for effective management, as they help managers make informed decisions and allocate resources in a way that maximises organisational performance.

The analysis involves the gathering and interpretation of data and information to identify trends, patterns, and insights that can inform decision-making. This includes both quantitative data, such as financial statements and performance metrics, and qualitative data, such as customer feedback and employee surveys.

Planning, on the other hand, involves the development of strategies and action plans to achieve organisational goals and objectives. This includes setting objectives, identifying key performance indicators (KPIs), developing action plans, and allocating resources, such as budgets, staff, and technology, to support the plan.

Effective analysis and planning for management involve several key steps, including:

- Establishing clear goals and objectives that align with the organisation's mission and values.
- Collecting and analysing data to identify opportunities and challenges.
- Developing action plans and strategies to address opportunities and challenges.
- Allocating resources, such as budgets, staff, and technology, to support the plan.
- Monitoring progress and making adjustments as needed.





Industry Practice and Context in the Luxury Industry

Industry practice and context in the luxury industry refer to the specific ways in which luxury brands operate and interact within their industry. This includes factors such as market trends, consumer behaviour, competitive landscape, and regulatory environment.

Here are some key aspects of industry practice and context in the luxury industry:

- **Market trends:** Luxury brands need to stay up to date with the latest market trends to stay relevant and competitive. This includes trends in fashion, design, technology, and consumer behaviour.
- **Consumer behaviour:** Luxury brands need to understand the behaviour and preferences of their target consumers, including their attitudes towards luxury, their purchasing habits, and their preferences for specific products and services.
- **Competitive landscape:** The luxury industry is highly competitive, with many brands vying for the attention of consumers. Luxury brands need to be aware of their competitors and differentiate themselves through their unique brand positioning, design, and marketing.
- **Regulatory environment:** The luxury industry is subject to a range of regulations, such as those related to intellectual property, labour practices, and environmental impact. Luxury brands need to ensure that they comply with these regulations and are responsible corporate citizens.
- **Cultural context:** Luxury brands operate within a specific cultural context and need to be aware of cultural differences and sensitivities to succeed in global markets.

By understanding industry practice and context in the luxury industry, luxury brands can develop effective strategies for marketing and growth and can navigate the challenges and opportunities of the luxury market.

Modules in depth - Semester II

Luxury Culture and Lifestyles

Luxury culture and lifestyles refer to the set of values, attitudes, and behaviours associated with the consumption and appreciation of luxury goods and services. It involves a combination of material and experiential consumption, where individuals seek to acquire and enjoy products and services that are associated with high quality, exclusivity, and prestige.

Luxury culture and lifestyles are shaped by a range of factors, including social and cultural norms, economic conditions, and marketing and advertising. The luxury market encompasses a wide range of products and services, including fashion, jewellery, watches, automobiles, yachts, and travel experiences.

Luxury culture and lifestyles are often associated with a set of values and attitudes, including:

- **Exclusivity and uniqueness:** Luxury products are often limited in production and distribution, which makes them more desirable and exclusive.
- **Quality and craftsmanship:** Luxury goods are typically made using high-quality materials and with a high level of craftsmanship, which adds to their perceived value.
- **Status and prestige:** Luxury products are often associated with social status and prestige, and their consumption can be a way for individuals to signal their wealth and success.
- **Hedonism and indulgence:** Luxury experiences often involve indulging in pleasure and enjoyment, such as fine dining, spa treatments, and travel.

Luxury culture and lifestyles are often criticised for their environmental and social impact, as well as for their role in perpetuating inequality and consumerism. However, the luxury industry has also been a source of innovation and creativity, and has contributed to the development of new materials, technologies, and design aesthetics.





Responsible, Ethical, and Sustainable Developments

Responsible, ethical, and sustainable development in the luxury industry refers to the practice of creating luxury products and services in a way that is socially and environmentally responsible, and that promotes long-term sustainability. This involves a commitment to ethical sourcing, production, and distribution practices, as well as a focus on reducing waste and environmental impact.

Key aspects of responsible, ethical, and sustainable development in the luxury industry:

- **Ethical sourcing:** Luxury brands should ensure that the materials used in their products are ethically sourced, meaning that they are produced in a way that is fair to workers and respects human rights.
- **Sustainable production:** Luxury brands should minimise their environmental impact by reducing waste, conserving energy and water, and using sustainable materials and production processes.
- **Responsible distribution:** Luxury brands should ensure that their products are distributed in a way that is fair and equitable, and that respects local cultures and customs.
- **Transparency:** Luxury brands should be transparent about their sourcing, production, and distribution practices, and should be accountable for their impact on the environment and society.
- **Social responsibility:** Luxury brands should also be socially responsible, meaning that they give back to the communities in which they operate, support charitable causes, and promote social and environmental sustainability.

Many luxury brands are recognising the importance of responsible, ethical, and sustainable development, and are taking steps to incorporate these values into their business practices. This includes initiatives such as using sustainable materials, reducing waste and supporting social and environmental causes.



Research and Professional Skills

Research and professional skills refer to a set of abilities and competencies that are required for success in many academic and professional settings. These skills are essential for conducting research, solving problems, and making informed decisions in a variety of fields.

Research skills include the ability to identify and define research questions, conduct literature reviews, design, and execute research studies, collect, and analyse data, and communicate research findings to others. These skills are essential for conducting high-quality research and contributing to the advancement of knowledge in a field.

Professional skills, on the other hand, refer to the abilities and competencies that are necessary for success in a professional setting. These skills include effective communication, time management, teamwork, leadership, critical thinking, and problem-solving. They are important for building and maintaining positive relationships with colleagues, clients, and stakeholders, and for achieving goals and objectives in a professional environment.

Both research and professional skills are essential for success in many careers, including academia, the business of fashion, brand, and marketing careers. Developing these skills requires practice, dedication, and a commitment to lifelong learning, and can be fostered through a variety of educational and training programmes, such as final major project.



Modules in depth - Semester III

Major Project

A major project at the master's level typically refers to a research project or dissertation that is undertaken as part of a master's degree programme. The project is usually a significant piece of independent research that demonstrates the student's ability to undertake original research and apply the skills and knowledge acquired during their studies.

The specific requirements for a major project at the master's level vary depending on the programme and institution, but typically involve the following components:

- **Research proposal:** The student is required to submit a detailed proposal outlining the research topic, research questions, methodology, and expected outcomes.
- **Literature review:** The student is expected to conduct a thorough review of the relevant literature and demonstrate an in-depth understanding of the research area.
- **Data collection and analysis:** The student is required to collect and analyse data using appropriate research methods and techniques.
- **Findings and conclusions:** The student is expected to present their findings and conclusions in a clear and concise manner, demonstrating their ability to draw meaningful conclusions from their research.
- **Reflection and critical evaluation:** The student is expected to reflect on their research process, critically evaluate their findings, and identify areas for future research.

A major project at the master's level is typically a significant undertaking, requiring a high level of independent research and critical thinking. It provides students with an opportunity to apply the knowledge and skills acquired during their studies to a real-world research problem and to make a meaningful contribution to their field of study.



Learning Methods

The course is structured to build on experiences and embrace real scenarios through live projects, simulated practice requiring actual problem solving. This aims to develop your confidence and ambitions to explore a breadth of careers opportunities within a global industry.

The methods adopted are:

- Lectures – both in person and online
- Workshops
- Seminars
- Group Projects
- Collaborative projects
- Fieldtrips (Optional)
- Placement (Optional)

Fieldtrips

Our optional Study trips often involve interactions with professionals, experts, and industry leaders in luxury and fashion. These interactions provide valuable networking opportunities for postgraduate students, allowing them to establish connections, learn from experienced professionals, and potentially explore future career prospects. Additionally, study trips nurture Cultural and Global Understanding. Many study trips we offer involve travelling to different geographical regions or countries, such as Rome and Florence in Italy and Paris in France. This experience fosters a broader understanding of the global nature of the industry, cultural diversity, and the international dimensions of their field of study in Luxury and Fashion.



Programme Resources

You'll be based in our School of Fashion and Textiles, within The Parkside Building. The Parkside Building is part of our new multi-million pound City Centre Campus development in the heart of Birmingham's Eastside development.

There is also 'collision space' where students and staff from different courses will see each other to pass the time of day, and exchange thoughts and ideas. The design of the atrium embodies this notion, with a central circulation stair encouraging students to move through a series of shared spaces before entering their department.

Other resources include the university libraries, IT services, study spaces and a wide range of academic support services such as Centre for Academic Success and Graduate Plus to guide you towards fulfilling your goals.





Our Staff

Barry Batson – Programme Director

Email: Barry.Batson@bcu.ac.uk

Barry is an accomplished professional with extensive experience in the Textile, Clothing, and Fashion industry. He holds a Master's Degree in Textile & Fashion Management from the University of Leeds, and a Postgraduate Certificate in Learning & Teaching in Higher Education from both the University of Leeds and Solent University. Barry is an Associateship of the Textile Institute and holds chartership as a Textile Technologist.

With over 40 years of progressive experience, Barry has honed his skills in Fashion Brand Management, Marketing, Buying, Supply Chain Management, Design Management, and Textile Science & Technology. He has worked in various locations, including the UK, Melbourne & Sydney in Australia, and Shanghai in China, which has given him a broad perspective on the global fashion industry.

Barry has a proven track record of managing successful projects and teams and is known for his ability to implement effective strategies that lead to increased profitability and growth. He has a passion for sustainability and ethical business practices and has integrated these principles into his work.



Dantong Yan (China)
MA Luxury Brand Management
2019/20

What do our students say?

"I had the privilege of completing the MA Luxury Brand Management programme and it was a truly transformative experience. The curriculum was rigorous and insightful, providing an in-depth understanding of the luxury industry, its history, and its current trends.

What I appreciated most about the programme was the emphasis on innovation and creativity. We were constantly challenged to think outside the box and come up with new ideas for luxury brands in a rapidly evolving market. Through case studies and real-life examples, we were able to see first-hand the impact of our ideas and strategies.

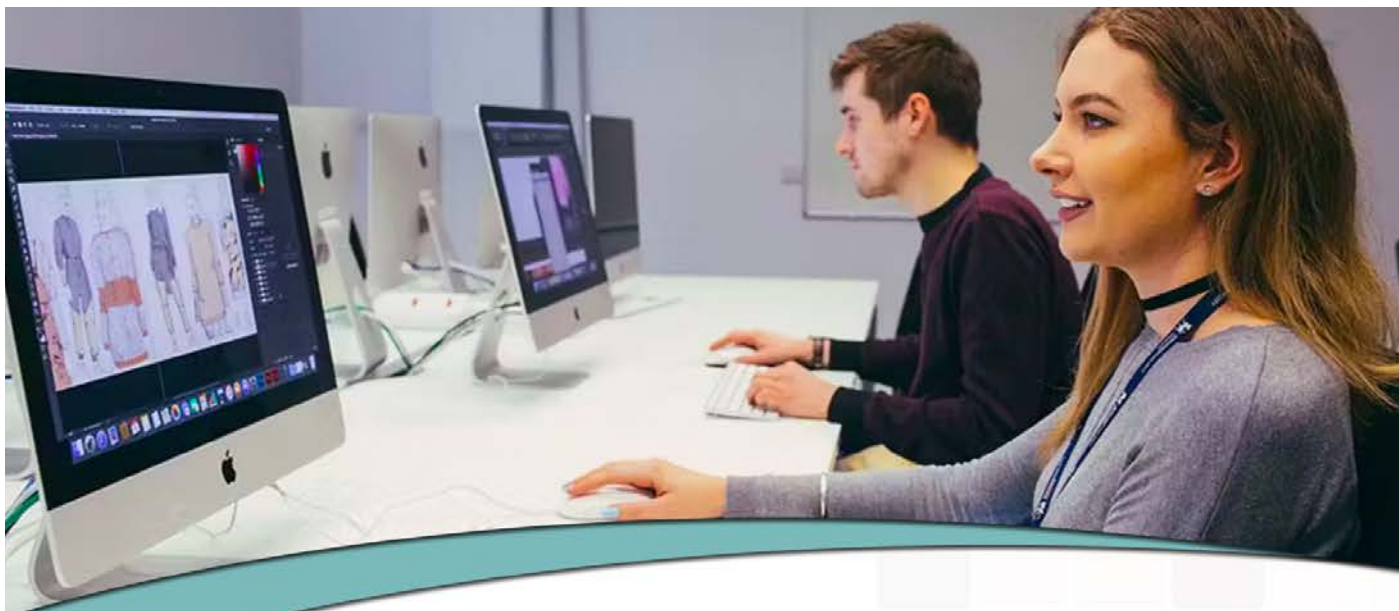
The faculty and staff were incredibly knowledgeable and supportive. They provided us with personalised attention and guidance throughout the programme, ensuring that we were on track to achieve our goals. They also helped us build strong networks within the luxury industry, which was instrumental in securing internships and job opportunities after graduation."

Sara Jane Paskin (UK) – MA LBM 2019-20

"I completed the MA Luxury Brand Management programme, and it was one of the best decisions I ever made. The programme was comprehensive, covering everything from luxury brand heritage and identity to consumer behaviour, marketing, and communication. What stood out to me most was the emphasis on sustainability and social responsibility, which is becoming increasingly important in the luxury industry.

The faculty were experts in their fields and provided us with valuable insights and industry connections. They challenged us to think critically and creatively about luxury brands and their role in society. Through numerous projects and case studies, I gained practical skills that I continue to use in my career today.

One of the highlights of the programme was the international study trip, where we had the opportunity to visit luxury brands and meet with industry professionals in Rome and Florence. It was a truly unforgettable experience and opened my eyes to the global nature of the luxury industry."



Admission Requirements

You are required to meet one of the following options:

- An honours degree from a UK University
- A first degree from an overseas university (GPA 3.0 out of 4.0 or average 75 per cent or any other equivalence to the above UK qualification)
- Successful passing a Pre-Master's course approved by Birmingham City University
- Successful passing a Pre-Master's course at another UK university/institution with a minimum of 55 per cent average

Extra information for EU/International students

English language requirements:

- IELTS 6.0 (5.5 in all components) or 6.5 average, TOEFL at least 575.
- No English certificate is required for applicants from countries that appear on our English exemption list. Please contact the International Office for this list.

Application Process

To apply to our programme, please visit our website and complete the online application form. You will need to provide the following documents:

- Personal statement
- Official transcripts
- Two letters of recommendation
- English language proficiency test score (if applicable)



CAREER OPPORTUNITIES

This course will equip you with in-depth knowledge regarding different fields of management, providing the opportunity to choose from your topic of interest including branding, marketing, merchandising, public relations, project management, consultancy, journalism and research and analysis.

IMPORTANT LEGAL INFORMATION

We have taken every effort to ensure that the information in this brochure is accurate at the time of being finalised in June 2023. However, we may need to make changes to our courses, facilities or other services that we offer in certain circumstances and so it is important that you check the most current information on our course pages at www.bcu.ac.uk/courses before you apply to study with us.

If you receive an offer from Birmingham City University and you accept a place to study with us, you will enter into a contract with the University. Further details about the student contract can be found at www.bcu.ac.uk/student-contract.

CONTACT INFORMATION

For more information about our Master's in Luxury Brand Management Programme, please visit our website. We look forward to hearing from you and helping you achieve your career goals in the exciting world of luxury brands!

The admissions team
T: +44 (0)121 331 6295

UK prospective students
T: +44 (0)121 331 6295

Non-UK prospective students
T: +44 (0)121 331 5389

Birmingham City University
University House
15 Bartholomew Row
Birmingham
B5 5JU
United Kingdom
+44 (0)121 331 5000



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