

# PROFILE & SKILLS

## INTERNATIONAL MASTER'S IN LUXURY BUSINESS MANAGEMENT

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### WHAT IS THE PROFILE OF THE STUDENT?

International Master's in Luxury Business Management students follow a 12-month full-time course and a 5-month internship, which allows them to acquire a global understanding of the luxury world and to address its main challenges.

**Throughout their education at EBS**, students are able to master luxury business management and have the knowledge of all processes behind, with a deep understanding of marketing strategies with a strong CRM starting point, sustainability management, digital channels, new technologies usage. They also developed a perfect culture of product excellence, where customer experience is key.

They are trained by professionals, experts in their fields, with a "Learning by doing" approach who offer students solid and accurate project practices.

**At the end of their education and training, students are able to become autonomous project managers, to engage on luxury brand development challenges, implement digital tools and embrace these careers:**

**JOBS EXAMPLES:** *Some job descriptions are not the same if applied in an agency or a company.*

Marketing Manager • Digital Marketing Manager • Omni-Channel Manager • E-Commerce Manager • CRM / Data Manager • Consumer Experience Manager • Consumer Insight Manager • Brand Manager • Marketing Product Manager • Retail Manager • Supply Chain Manager • Area Manager • Marketing Operations Manager Project Manager • Account manager • Consulting Director • Business Analyst • Social Media manager • Content Manager

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**Students will be able to carry out the following projects within business departments of a Luxury brand:**

**Brand Strategy & Sustainability** => work in any marketing-communication departments, at HQ, international and local

- Detect and analyze market trends
- Analyze the evolutions of customer expectations through surveys or listening methods
- Benchmark competitors and provide an analysis report
- Manage and develop product lines, integrating sustainability
- Develop products extensions, diversification
- Build a strategic vision and conceive a marketing plan with a go-to-market guideline
- Define a 360° communication concept, integrating digital, media, PR, events and until the retail
- Setup Kpi's, analyze return and make recommendations for improvements & optimizations
- Write an Agency's brief with SOW (scope of work), deliverables and timeline & supervise the relationship
- Prepare a media planning and follow up spending with an activity report

**Digital channels & New Tech:** Join a digital team or integrate technologies within a large spectrum of jobs

- Define a global brand building digital strategy across brand platforms
- Develop social media brand content & copywriting
- Audit a website and prepare strategic and functional recommendations to the stakeholders
- Integrate big data and blockchain in various activities
- Setup a data model and analyze reports to gather insights focusing on customers, marketing & services
- Define an omnichannel distribution strategy integrating digital and IOT
- Define KPIs and measure ROI on digital and new tech initiatives
- Create & manage a website with WORDPRESS
- Conceive a UX/UI interface for website building and in line with the goals
- Create & manage Facebook/Linkedin Ads & Google Ads campaigns
- Analyze a Website performance on analytics and define recommendations for optimization
- Deliver a consulting mission related to a business need, about digital and new tech usage and integration

**International & Retail:** Join an international team under Retail / CRM / eCommerce-Omnichannel departments

- Contribute to the distribution expansion of the brand internationally
- Conceive an omni-channel program
- Script the user journey across on & offline channels and define an experience
- Contribute to eCommerce activities and support growth hacking initiatives
- Integrate & use CRM leverage to support sales and services using Salesforce
- Follow-up and verify legal terms in digital & ecommerce (privacy policy, terms of use, conditions of sales)
- Analyze a Business model integrating sustainability and new tech

**Supply Chain:** Join a supply chain team

- Define the sustainable supply chain of a product from the manufacture until the boutique and monitor sales and activities
- Model and implement tracking tools such as blockchain and IOT
- Monitor supply chain tracking of end products from the warehouse until a POS or a customer address

**Sustainability:** Join a sustainability team

- Measure CO2 impacts of projects and events activities
- Conceive and setup end-customers transparency projects such as value-chain transformation
- Integrate sustainability on product universe such as accessories, packaging and communication
- Develop diversity in their management approaches (gender, fairness etc.)

**Management & Leadership** => work with "anyone" and manage a small team in direct or indirect reporting

- Write a job description, hire, supervise the person and its individual performance
- Able to setup "focus groups", design thinking and brainstorming techniques to tackle issues
- Adopt and implement modern agility project management methods ((scrum, Kanban)
- Prepare and present activity report for the management
- Setup and analyze marketing budgets as well as a P&L results
- Review third-party's contracts and manage intellectual property assets
- Lead a negotiation whether its linked to a transaction or management
- Manage a project with cross-functional teams and follow-up with committees

**REMUNERATION** - The recommended gross monthly salary range for our Master students is between CHF 1000.- and CHF 2500.- Different remuneration abroad.