

# PROFILE & SKILLS

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## INTERNATIONAL MASTER'S IN LUXURY BUSINESS MANAGEMENT

### WHAT IS THE PROFILE OF THE STUDENT?

The International Master's 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.