

Birmingham City University (BCU)

www.bcu.ac.uk

MA Luxury Brand Management

Location: Birmingham

Start: September

Duration: 1 year

Tuition Fees: £17,710

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Modules

In order to complete this course you must successfully complete all the following CORE modules (totalling 180 credits):

- Research and Professional Skills - 20 credits
- Industry Practice and Context - 20 credits
- Analysis and Planning for Management - 40 credits
- Responsible, Ethical and Sustainable Developments - 20 credits
- Luxury Culture and Lifestyle - 20 credits
- Major Project: Luxury Brand Management - 60 credits

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Coventry University

www.coventry.ac.uk

MA Brand Management

Location: Coventry Campus

Start: September

Duration: 1 year

Tuition Fees: £20,050

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules:

- International Brand Management - 15 credits
- Luxury Branding - 15 credits
- Brand Analytics - 15 credits
- Contemporary Issues in Research - 15 credits
- Marketing Strategy Planning and Control - 15 credits
- Consumer Behaviour - 15 credits
- Marketing Communications - 15 credits
- Crisis Management and Public Relations - 15 credits
- Leading Strategic Change through Creativity and Innovation - 10 credits
- Project - 50 credits

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University for the Creative Arts (UCA)

www.uca.ac.uk

MA / MSc Luxury Business Management

Location: Epsom

Start: September, January, May

Duration: 1 year

Tuition Fees: £18,500

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Course content

Term one

- Postgraduate Bootcamp 1: Creativity & Orientation
- Understanding the Luxury Consumer
- Creative People & Organisations
- Buying Strategy in the Luxury Industries
- Marketing, Design and Communications
- Creative Industries: Global Industry & Futures

- Creative Industries: Leadership

Term two

- Postgraduate Bootcamp 2: Forecasting & Predictive Analysis
- Human-centred Innovation & Design
- Global Luxury Industry and Business
- Masters Project
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

MA students choose one unit from the following:	MSc students study:
<ul style="list-style-type: none"> • Creative Business Start-Up • Investment in the Creative Industries • Retail Experience Design 	<ul style="list-style-type: none"> • Investment in the Creative Industries

Term three

- Postgraduate Bootcamp 3: Competitive Intelligence & Research
- Masters Project
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

MA students choose one unit from the following:	MSc students choose one unit from:
<ul style="list-style-type: none"> • Behavioural Studies and Consumption • Trends & Forecasting • Luxury Brands & Development 	<ul style="list-style-type: none"> • Behavioural Studies and Consumption • Trends & Forecasting • Managerial Accounting & Finance • Business Analytics

MA Design Innovation & Brand Management

Location: Epsom

Start: September, January, May

Duration: 1 year

Tuition Fees: £18,000

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Course content

Term one

- Postgraduate Bootcamp 1: Creativity & Orientation
- Creative Thinking
- Principles of Advertising
- Product and Prototyping
- Marketing, Design and Communications
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

Term two

- Postgraduate Bootcamp 2: Forecasting & Predictive Analysis
- Human-centred Innovation & Design
- Global Creative Industries
- Master Project
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

All students choose one unit from the following:

- Strategy & Decision Making
- Creative Business Start-Up
- Investment in the Creative Industries
- Digital Marketing Analytics

Term three

- Postgraduate Bootcamp 3: Competitive Intelligence & Research
- Masters Project
- Creative Industries: Global Industry & Futures
- Creative Industries: Leadership

All students choose one unit from the following:

- Behavioural Studies and Consumption
- Trends & Forecasting
- Global Logistics & Supply Chain Management

University of East Anglia (UEA)

www.uea.ac.uk

MSc Brand Leadership

Location: Norwich

Start: September

Duration: 1 year

Tuition Fees: £23,850

English requirement: UKVI IELTS 6.5 (minimum 6.5 in all components)

Course Modules

Compulsory Modules

- Brand Now
- Brands and Strategy
- Innovation and Organisational Transformation
- Brands in Action
- Understanding Research for Brand Leadership
- Dissertation
- Digital Business Management
- Leading the Future of Brands

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Glasgow Caledonian University (GCU)

www.gcu.ac.uk

MSc Luxury Marketing

Location: London

Start: September, January

Duration: 1 year

Tuition Fees: £16,200

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Module

- Developing Personal and Professional Competence
- Introduction to Research Methods
- Luxury Consumer Behaviour
- Luxury Branding and Sustainable Marketing
- Integrated Marketing Communications
- Strategic Marketing of Luxury Goods
- Legal Aspects of Brand Management
- Digital and Social Media Marketing
- Research Project

MBA Luxury Brand Management

Location: London

Start: September, January

Duration: 1 year (September), 16 month (January)

Tuition Fees: £18,800

English requirement: UKVI IELTS 6.0 (no less than 5.5 in any bands)

Module

- Luxury Concepts and Practice
- Strategic Finance for Luxury Management
- Omnichannel Distribution Strategies for Luxury
- Leadership and Social Responsibility
- Global Luxury Brand Strategy
- Legal Aspects of Brand Management
- Sustainable Luxury
- Introduction to Research Methods
- MBA Project

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MSc Branding and Marketing Communication

Location: London

Start: October

Duration: 1 year

Tuition Fees: £17,995

English requirement: UKVI IELTS 6.5 (no less than 6.0 in any bands)

Modules

- Practitioner Perspectives (15 credits) - Compulsory
- Experiential Marketing (15 credits) - Compulsory
- Research Project (60 credits) - Compulsory
- Applied Marketing (15 credits) - Optional
- Creativity and Innovation in Digital Marketing (15 credits) - Optional
- Analytics for Customer Insights (15 credits) - Optional
- Digital Marketing (15 credits) – Compulsory
- Branding in the Digital Age (15 credits) - Compulsory
- Marketing and Social Change (15 credits) - Compulsory
- Marketing Communications (15 credits) - Compulsory

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Nottingham Trent University

MA Luxury Fashion Brand Management

Location: Nottingham

Start: September, January

Duration: 1 year

Tuition Fees: £17,500

English requirement: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Term One

- Culture & Collaboration (20 credit points)
- The Fashion Industry (20 credit points)
- Specialist course module: (Fashion Communications, Fashion Marketing, Luxury Fashion Brand Management, International Fashion Management) (40 credit points)

Term Two

Choose two modules from the below:

- Advancing Research Design (20 credits)
- Studio Practice (20 credits)
- Industry Practice (20 credits)
- Professional Practice (20 credits)

Term Three

- Personal Project (60 credits)

MSc Marketing and Brand Management

Location: Nottingham

Start: September, January

Duration: 1 year

Tuition Fees: £20,250

English requirement: UKVI IELTS 6.5 (with minimum of 5.5 in each Component)

Modules

Semester One

- Principles of Marketing (20 credits)
- Understanding The Customer Experience (20 credits)
- Strategic Global Marketing (20 credits)

Semester Two

Your modules in Semester Two will benefit from expert external practitioners and industry partners through workshops and guest lectures.

- Brand Management (20 credits)
- Brand Development (20 credits)
- Contemporary Perspectives in Customer Engagement (20 credits)

Semester Three

In your final semester you will take on a experiential project, giving you a fantastic opportunity to use the theories and knowledge you've gained to produce a challenging, meaningful piece of work. Projects include:

- Consultancy Experience Project (40 credits)
- In-Company Experience Project (40 credits)
- Business Research Project (40 credits)

Ongoing Learning

Throughout the year you will also study the following modules which will help you understand how to manage your own continuous personal and professional development (PPD).

- Professional Practice (10 credits)
- Customer Insight through Marketing Research (10 credits)
- Placement Diploma in Industrial Experience (2 year course only)

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Northumbria University

www.northumbria.ac.uk

MA Luxury Brand Management

Location: London Campus

Start: September

Duration: 1 year

Tuition Fees: £19,000

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules

All modules on this course are core and 30 credits unless otherwise stated.

- Luxury Brand Management
- Luxury Brand Value
- Luxury Industry Project
- Design Process
- Academic and Professional Development (0 credits)
- Luxury Brand Management Dissertation (60 credits)

MA Luxury Brand Management (with Advanced Practice)

Location: London Campus

Start: September

Duration: 2 years with advanced practice

Tuition Fees: £22,000

English requirement: UKVI IELTS 6.5 (no less than 5.5 in any bands)

Modules

All modules on this course are core and 30 credits unless otherwise stated.

- Luxury Brand Management
- Luxury Brand Value
- Luxury Industry Project
- Design Process
- Academic and Professional Development (0 credits)

For students undertaking an internship

- ADSS Advanced Practice Internship (60 credits)
- Luxury Brand Management Dissertation (60 credits)

For students not undertaking an internship, you will choose one of the following:

- ADSS Advanced Practice Consultancy Project (60 credits)
- ADSS Advanced Practice Research Project (60 credits)

All students will then progress onto a dissertation:

- Luxury Brand Management Dissertation (60 credits)

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เอกสารที่ใช้ในการสมัครเรียน คือ

- Transcript
- ใบปริญญาบัตรจบ ป.ตรี (ถ้ามี)
- หนังสือรับรองการจบ ป.ตรี (ถ้ายังไม่ได้รับใบปริญญา)
- หนังสือรับรองว่าจบหลักสูตร Inter. Program มา (ถ้าจบ Inter. Program มา)
- Resume / CV
- Statement of Purpose (SOP) (เขียนว่าทำไมถึงอยากเรียนสาขาวิชานี้ประมาณ 1 หน้ากระดาษ)
- Recommendation Letter จากอาจารย์ / จากที่ทำงาน 2 ท่าน
- ผล UKVI IELTS (ส่งตามที่หลังได้)
- Copy passport

เอกสารที่ใช้ในการสมัครเรียน ถ้าไม่สะดวกที่จะเอาเข้ามาให้พี่ที่ออฟฟิศ น้องสามารถที่จะสแกนแล้วส่งเข้าอีเมลมาให้พี่ได้นะคะที่ leelar@studyoverseas.co.th คะ ถ้าน้องมีคำถามเพิ่มเติมหรือต้องการข้อมูลเพิ่มเติมโทรสอบถามพี่ต่อได้นะคะที่ 081-6449867, 089-6820168 คะ

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