



MASTER LUXURY HOSPITALITY & CUSTOMER EXPERIENCE MANAGEMENT

PARIS

01 de outubro de 2024

inglês

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A escola de Paris se destaca como um ponto central para o luxo, naturalmente conectada ao setor de hospitalidade opulenta e à dedicação em oferecer experiências excepcionais ao cliente. O programa visa preparar futuros profissionais no setor de **Luxury Hospitality**, abrangendo funções em gestão hoteleira, gestão de restaurantes, vendas e marketing, gestão de receitas, gestão de ativos e desenvolvimento, além de empreendedorismo. Com raízes históricas, a hospitalidade francesa tem sido o padrão pelo qual toda a indústria tem se medido por gerações. A França abriga o maior operador hoteleiro do mundo, e Paris é reconhecida como a cidade mais importante globalmente para criatividade, experiências de estilo de vida e inovação. Pioneiros como **César Ritz** e **Auguste Escoffier** estabeleceram os parâmetros do luxo moderno na Paris do século 20, enquanto designers como Philippe Starck, Pierre Yves Rochon e Jacques Garcia desempenharam papéis fundamentais na revolução global do estilo de vida na hospitalidade.

Conhecida pela inovação, a França introduz novas ideias de negócios caracterizadas por técnicas impecáveis e gestão de classe mundial. Esta nova era de hospitalidade de luxo transcende tradição e herança, enfatizando a excelência e inovação francesa, oferecendo experiências únicas e gratificantes em meio à rápida transformação tecnológica e digital. O mercado de hospitalidade de luxo e experiência do cliente na França é renomado por sua importância histórica, altos padrões de serviço, atenção aos detalhes e sua contribuição para a indústria global de luxo. Paris, em particular, é sinônimo de opulência e serve como um centro para estabelecimentos de alto padrão como o **Hotel Ritz Paris**, o **Hotel Plaza Athénée**, e restaurantes aclamados com estrelas Michelin.

Esses locais icônicos contribuem para o status reconhecido de Paris por oferecer experiências de luxo incomparáveis e savoir-faire. Muitos estabelecimentos vão além das práticas tradicionais, incorporando iniciativas ecológicas e tecnologias de ponta para enriquecer tanto a experiência do hóspede quanto a sustentabilidade ambiental. Além disso, há a integração de elementos culturais e artísticos nos designs, com muitos estabelecimentos colaborando com artistas e designers para criar experiências distintas, imersivas e personalizadas para seus hóspedes.

O currículo é projetado para transmitir as habilidades e o conhecimento necessários para o sucesso na gestão hoteleira, no setor de alimentos e bebidas, e em várias outras áreas da hospitalidade. Ao cultivar uma perspectiva estratégica e gerencial, o programa capacita os alunos a desenvolver expertise em gestão estratégica, marketing, gestão de vendas, empreendedorismo, planejamento financeiro, governança e políticas.

Com foco específico no setor de hospitalidade de luxo, o programa adota uma abordagem inovadora para moldar as habilidades dos alunos na criação e entrega de experiências de estilo de vida excepcionais em toda a indústria da hospitalidade.

As habilidades e o conhecimento adquiridos são versáteis, tornando-os aplicáveis a uma ampla gama de ambientes de trabalho nos setores globais de hospitalidade e negócios.

Ao longo dos diferentes projetos, os alunos recebem feedback profissional e orientação de acadêmicos e profissionais da indústria. Uma combinação estratégica de pesquisa, criatividade e planejamento de projetos de negócios é necessária para elaborar uma dissertação de sucesso. Este curso oferece aos alunos as habilidades e o conhecimento para criar propostas de gestão de produtos inovadoras para o mercado de luxo de alto padrão.

FOCO DE APRENDIZAGEM

- Gestão de serviços de luxo
- Negócios internacionais de hospitalidade
- Tendências em alimentos e bebidas na hospitalidade
- Gestão financeira e de receitas
- Geopolítica e tendências em países emergentes

POSSÍVEIS CARREIRAS

- Gerente de marketing e hospitalidade
- Gerente de promoção de marca
- Chefe de experiência do cliente/hóspede
- Gerente de relações com clientes
- Coordenador de lounges para hóspedes
- Chefe do centro de satisfação do cliente
- Gerente de relações com clientes privados
- Empreendedor
- Gerente de engajamento com clientes
- Diretor de eventos e estilo de vida

ABOUT ISTITUTO MARANGONI

Istituto Marangoni has more than 80 years' experience in training highly skilled future fashion and luxury professionals. During this time, we have built outstanding international networks within the fashion, design & luxury industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. We provide an outstanding, internationally recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals. Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, Parisian traditional craft, luxury and cultural scenes and the nuanced global perspectives offered by our international student and tutor body. This is a distinctive characteristic that offers a unique environment in which our students can develop their individual creative identities and gain understanding of where their practice might be positioned in a rapidly evolving design and cultural landscape..

PROGRAMME INFORMATION

STUDY PLAN

The Master in Luxury Hospitality and Customer Experience Management is taught over 5 terms with 5 core units and 4 common units all of which are interdisciplinary across all the MA Business Programmes. The programme will be supported by a range of relevant trips and practical activities, guest speakers and workshops.

- Class times are scheduled between 08.30-20.00, Monday to Saturday, There may be some exceptions to this, when opportunities arise to add value to the student learning experience.
- Assessment periods are normally 2 weeks after the end of each term.
- Placements at IMP are normally scheduled to take place in term 4 for the Professional Development unit.
- Dissertations are completed in the final term

On a postgraduate degree programme, you can usually expect to study 180 credits per level (or year), with no more than 80 credits per term. Units Your programme is composed of a number of units that each have a credit value.

Units

Your programme is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree. One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So if a unit is worth 10 credits, then you would expect to spend 100 hours studying this. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this programme is indicated in Section 7.

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5
<p>ISM7099 Luxury Business Strategy</p> <p>[20 Credits]</p> <p>AC1: An Individual digital presentation (50%) 5 minute audio and video AC2 A 2000-word group marketing report (50%)</p>	<p>ISM7101 Luxury Hospitality Management</p> <p>[20 Credits]</p> <p>AC1: Group: 10 Minute Pitch (40%) AC2: Individual 2000-word Strategic Project Report (60%)</p>	<p>ISM7103 Piloting and Controlling Performances</p> <p>[20 Credits]</p> <p>AC1: Group: Visual Portfolio (40%) AC2 Individual 1,500 word written Project proposal (60%)</p>	<p>ISM7059 Professional Development</p> <p>[15 Credits]</p> <p>AC1: An individual max 10 minute digital presentation including reflection of learning (100%)</p>	<p>ISM7086 Dissertation / FMP</p> <p>[40 Credits]</p> <p>AC1: A 10,000-word Dissertation (100%) OR AC1: A 4,000 to 6,000-word Practice-Based Dissertation (100%)</p>
<p>ISM7100 Hospitality & Culture</p> <p>[15 Credits]</p> <p>[15 Credits]</p> <p>AC1 Individual 2000 word Essay (100%)</p>	<p>ISM7102 Concept Design and Development</p> <p>[15 Credits]</p> <p>AC1 Individual 2000 word Essay (100%)</p>	<p>ISM7058 Enterprise and Innovation</p> <p>[15 Credits]</p> <p>AC1: Individual 2000 word Mini Business Plan (100%)</p>		
	<p>ISM7063 Research Methods</p> <p>[20 Credits]</p> <p>AC1: A 3,000-word written Research Proposal (100%)</p>			

Work Placement – Professional Development

During term 4 of your programme, you get the opportunity to complete a work placement experience in the luxury hospitality industry. A work placement constitutes an invaluable opportunity to learn and gain insights into how the industry is structured and how it operates, to put into practice the theories and knowledge acquired during your studies and to further enhance the practical skills learned and refine your own practical business skills. Under the close supervision and guidance of the school as well as of the company you will be undertaking a 12 week assessed placement relevant to the learning outcomes of your programme and relatable to your career objectives and professional development. This unit sits in term 4 if you wish to continue on your placement and your dissertation period under guidance from your supervisor and visa compliance. The skills learned will give you practical knowledge of the nature of the business, its functions, and operations. You will also acquire and/or strengthen those transferable skills that have become a fundamental requisite for boosting employability and enhancing your professionalism.

Final Dissertation

The Final Dissertation unit is the culmination of your studies and enables you to present a subject specific research-based dissertation or final major project practice-based body of work. You will be allocated a supervisor based on your research enquiry and you may choose to do a full written project which is 10,000 words or opt for a practice-based project of 4-6,000 words and a practical outcome, your inquiry might in fact translate into a more tangible project or another form of practical outcome. The programme will be supported by a range of relevant trips and practical activities, guest speakers and workshops.

CONTENTS' OVERVIEW

Curriculum

Rooted in history, French hospitality has set the standard against which the entire industry has been measured for generations. France boasts the world's largest hospitality operators, and Paris is recognized as the most significant city globally for creativity, lifestyle experiences and innovation. Pioneers like César Ritz and Auguste Escoffier established the benchmarks of modern luxury in 20th-century Paris, while designers such as Philippe Starck, Pierre Yves Rochon, and Jacques

Garcia have played pivotal roles in the global lifestyle revolution in hospitality. Known for innovation, France introduces new business ideas characterised by flawless techniques and world-class management. This new era of luxury hospitality transcends tradition and heritage, emphasising French excellence and innovation, providing unique and fulfilling experiences in the midst of rapid technological and digital transformation. The luxury hospitality and customer experience market in France is renowned for its historical significance, high standards of service, attention to detail, and its contribution to the global luxury industry. Paris, in particular, is synonymous with opulence and serves as a hub for upscale establishments like Hotel Ritz Paris, Hotel Cheval Blanc and acclaimed Michelin-starred restaurants.

These iconic venues collectively contribute to Paris's renowned status for delivering unmatched luxury experiences and chic savoir-faire. Many establishments go beyond traditional practices by incorporating eco-friendly initiatives and cutting-edge technologies to enrich both the customer experience and environmental sustainability. Additionally, there is the integrating of cultural and artistic elements into designs, with numerous establishments collaborating with artists and architects' designers to craft distinctive, immersive, and personalised experiences for their customers. Designed for candidates with ambitions in the luxury hospitality sector, encompassing roles as Marketing & Hospitality Manager, Brand Advocate Manager, Head of Customer/Guest Experience, Guest Relations Manager, Guest Lounge Coordinator, Head of Customer Happiness Centre and Private Client Relation Manager, The MA Luxury Hospitality & Customer Experience Management provides in-depth knowledge of brand & customer experience management tailored exclusively for the selective consumers of the luxury hospitality industry. Seasoned experts in luxury hospitality management meticulously curate every facet of a customer's experience to evoke an unparalleled sense of opulence, refinement, and exclusivity.

They painstakingly scrutinise their offerings and cultivate meaningful customer relationships, all while harmonising the demands of uncompromising standards with astute management practices to ensure the resounding success of the highend unique hospitality emotional experience. Nevertheless, the role of the hospitality manager extends beyond mere attraction and retention of consumers; it encompasses the enhancement of the value creation and proposition and the meticulous operational management essential for organisational excellence within the luxury hospitality realm.

You will be immersed in the intricate art of leading communication, marketing, and promotional techniques to achieve sales objectives, while fully embracing the quintessential strategies synonymous with high-end luxury hospitality establishments. Delving deep into the ethereal realm of consumer experience, the programme places a paramount focus on fostering enduring customer relationships, harnessing the transformative power of digital and social media, and elevating the overall consumer journey to unprecedented levels of luxury and refinement. Moreover, you will engage in a comprehensive analysis of the tangible elements of branding, meticulously crafting and executing collaborative marketing initiatives that exude sophistication and allure.

They will be empowered to lead marketing teams with precision, leveraging their expertise to amplify the luxury establishments and perpetuate a resplendent brand image that resonates with high end consumers. Through the strategic development and implementation of marketing campaigns, you will cultivate an unparalleled magnetism that captivates the hearts and minds of the elite targeted consumers. A successful manager within the sector of luxury hospitality operates at the intersection of exquisite consumer experience, opulent design, and unparalleled concept innovation. By meticulously attending to these facets, they guarantee that new projects and service offerings not only meet the highest standards of luxury but also prove to be commercially financial viable ventures.

In addition to delving into the rich tapestry of history and cultural nuances, and conducting an analysis of contemporary trends and future projections, participants are encouraged to explore how aesthetic expressions and interpretations of social and cultural movements wield influence in shaping positioning within the luxury hospitality sector. By immersing in industry projects, engaging with esteemed guest speakers, and embracing the interdisciplinary nature of our learning environment, you will be empowered to forge synergistic collaborations, embark on live projects, and gain firsthand exposure to the intricacies of the Luxury Hospitality landscape.

The choice of Luxury Hospitality industry placement or professional project within the programme, gives you the opportunity to put theory into reflective and purposeful practice within the field. Participants undergo a transformative journey, emerging as connoisseurs experts adept at steering pivotal business decisions and pioneering innovative strategies that redefine the landscape.

In today's era, where the convergence of high luxury, design, and concept innovation reign supreme, the impact of emerging technologies on communication cannot be overstated. It is this synergy that serves as the linchpin of success in crafting unparalleled luxury hospitality experiences that resonate with the discerning consumers of today. By interrogating prevailing aesthetic norms and societal shifts, you will develop a nuanced understanding of how to craft bespoke experiences that resonate deeply with discerning clientele. Thus, our program equips you not only with theoretical knowledge but also with the practical acumen to navigate the complexities and seize the myriad opportunities inherent in the ever-evolving world of luxury hospitality. This programme is for participants who have previous undergraduate level study or proven work experience, completing the programme with branding and management skills for various positions within the fashion, luxury and creative industries. Istituto Marangoni works closely with employers and academic staff to promote and support work placement opportunities and communicate job vacancies for Istituto Marangoni students through recruitment days organised at the school for all postgraduate students.

Programme-Specific Learning Outcomes

- Knowledge and understanding
- How different Luxury Hospitality organisations manage their brands and market offerings in differing market environments and economic contexts.
- Interrelationships between marketing, branding, finance, technology and the functional strategies of Luxury Hospitality organisations.
- How current and future dynamics of new technologies, disruption, changing consumer trends and corporate social responsibility impact the strategic thinking of Luxury Hospitality organisations.
- How to conduct primary and secondary research and enquiry addressing ethical dilemmas, corporate social responsibility and sustainability issues, applying these values to Luxury Hospitality brands.
- Demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management, alongside developing working relationships using teamwork and leadership skills, recognising and respecting different perspectives.
- Express ideas effectively and communicate information pertaining to Luxury Hospitality branding, marketing, supply chains and retailing appropriately and accurately using a range of media and digital technology.

- Demonstrate employability and transferable skills that will prepare you for working in the industry, further academic research or taking on roles in freelance or consultancy.
- Identify and present systematic and creative solutions for Luxury Hospitality branding and management problems, through critical scrutiny of contextual theories and current practices in industry.
- Understand the role that fashion image plays, whilst analysing and synthesising historical and contemporary references and cultural contexts and how these inform the discipline.
- Evaluate key fashion communication channels and theories, generating creative and original strategies for different fashion related audiences, media, and markets.
- Provide evidence of the effective application of own substantial independent and interdisciplinary research.
- Apply professional standards, including effective time management, originality, self-direction, initiative, and problem-solving skills to the production of own work.

STUDENT SUPPORT STRATEGY

Istituto Marangoni provides a range of student support mechanisms which include (but not limited to):

- **Admissions:** the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- **Academic and Student Services department:** the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- **Library:** the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students to discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the School.

Careers Service: the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.

SEN support: it is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises a Personal Learning Plan, monitors students' progress, and formalises reasonable adjustments.

Counselling service: the aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.

ADMISSIONS INFORMATION

Entry requirements:

- Copy of a high-school diploma or school certificates
- A relevant undergraduate qualification (equivalent professional experience may be considered).
- 2 references, of which at least 1 should be academic.
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 21 on the CEFR level (e.g. IELTS Academic with 6.5 overall, no less than 6 for each element)