



MASTER JEWELLERY AND PRODUCT MANAGEMENT

PARIS

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inglês

JEWELLERY AND PRODUCT MANAGEMENT

Gestão de Produtos de Joias: Redefinindo o cenário de luxo. A intrincada história da joalheria francesa tem suas raízes em Paris e na famosa Place Vendôme, onde a primeira marca de joias significativa foi estabelecida em 1893. Este local histórico testemunhou a criação de peças icônicas como o anel Trinity da Cartier, o anel Quatre da Boucheron, as tiaras da Chaumet e o colar Zip da Van Cleef & Arpels. Essas casas renomadas estabeleceram-se como líderes, criando peças que combinam criatividade e maestria técnica. A França orgulha-se e reforça sua reputação através dessas marcas de luxo parisienses, assim como pela imensa criatividade fomentada nos 2.000 estúdios de joalheria e artesãos qualificados do país. O mercado francês de alta joalheria é caracterizado por seu rico significado histórico, excelência artística e influência global. O setor dá grande ênfase ao patrimônio e à tradição, muitas vezes incorporando técnicas tradicionais junto a inovações modernas, com um foco em práticas de sourcing responsável e ambientalmente conscientes.

Projetado para candidatos com ambições na indústria de joias, o programa de MA visa cultivar carreiras em gestão e desenvolvimento de produtos, direcionando para papéis como diretores, gerentes, chefes de operações, gerentes de produção e empreendedores. O mercado de alta joalheria de luxo é o ápice da indústria, apresentando uma habilidade incomparável, o uso de materiais raros e a exclusividade associada às marcas de patrimônio. Casas renomadas como Cartier e Bulgari dominam este mercado. A demanda por alta joalheria de luxo é global, e as plataformas digitais estão sendo cada vez mais utilizadas para expandir o alcance do mercado. Projetos da indústria trabalham em conjunto com empresas para investigar valores autênticos de patrimônio empresarial, processos de gestão e a natureza sazonal do mercado de joias.

O currículo foca na transmissão de conhecimentos e habilidades abrangentes em pesquisa, software de ponta e diversos assuntos, incluindo geopolítica, dinâmicas de mercado e práticas sustentáveis. Em resposta às mudanças no cenário das indústrias criativas devido à conscientização ambiental e social e à transformação digital, o programa cultiva o pensamento crítico, criativo e colaborativo em gestores e desenvolvedores de produtos, promovendo uma abordagem holística e habilidades visionárias.

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

FOCO DE APRENDIZAGEM

- Gestão e Estratégia em Luxo
- Produção e Gestão da Cadeia de Valor dos Materiais
- Empreendedorismo e Inovação
- Regulamentações da Indústria e Responsabilidade Social Corporativa
- Geopolítica e o Mercado de Joias

POSSÍVEIS CARREIRAS

- Especialista em Mídias Sociais e RP Digital
- Especialista em Eventos
- Criador de Conteúdo
- Especialista em Comunicação
- RP e RP Digital
- Assessor de Imprensa
- Gestão de RP e Eventos

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 Jewellery & Product 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. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree. 8 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.

Work Placement – Professional Development - During term 4 of your programme you get the opportunity to complete a work placement experience in the jewellery and luxury 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.

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Final Dissertation 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.

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5
ISM7094 Marketing Strategy in Jewellery [20 Credits] AC1: Group Digital Presentation (40%) AC2: A 2000-word group marketing report (60%)	ISM7096 Strategic Jewellery Management [20 Credits] AC1 – Individual Strategic Brand Audit Report (60%) AC2 – Individual Branding Book (40%)	ISM7098 Jewellery Management [20 Credits] AC1: Group: 10 Minute Pitch (40%) AC2: Individual: 2,500 word critical Essay (60%)	ISM7059 Professional Development [15 Credits] AC1: An individual max 10 minute digital presentation including reflection of learning (100%)	ISM7086 Dissertation / FMP [40 Credits] AC1: A 4,000 to 6,000-word Practice-Based Dissertation (100%) OR AC1: A 10,000-word Dissertation (100%)
ISM7095 Jewellery Craft & Culture [15 Credits] AC1: Individual 2000-word essay (100%)	ISM7097 Supply Chain & Distribution Management [15 Credits] AC1: 2,500 word report (100%)	ISM7058 Enterprise and Innovation [15 Credits] AC1: Individual 2000 word Mini Business Plan (100%)		
	ISM7056 Research Methods [20 Credits]			

CONTENTS' OVERVIEW

Curriculum

The French high jewellery market is characterised by its rich historical significance, artistic excellence, and global influence. The sector places a strong emphasis on heritage and tradition, often incorporating traditional techniques alongside modern innovations with a focus on responsible sourcing and environmentally conscious practices. Designed for candidates with ambitions in the jewellery and luxury industry, The MA Jewellery & Product Management provides in-depth knowledge of brand & product management specifically for the jewellery and luxury industry. Experts in luxury brand management know exactly where their products are positioned, fully understand their role in the market, and constantly analyse their supply chain, product offers and their relationships with customers. However, the task of the manager within the jewellery sector is not only to attract and retain consumers, but also to improve the value chain and the practical management of a brand within the sector organisation and this programme addresses both areas; product management with business management skills.

You will delve into the intricacies of adapting communication, marketing, and promotional strategies tailored specifically to the unique landscape of the jewellery and luxury industries. Our program places a spotlight on the intangible elements of consumer relationships, the transformative impact of digital and social media, and the immersive consumer experience. Furthermore, it offers a comprehensive examination of the tangible elements that underpin brand success, including the exquisite product attributes of quality, features, and design. In the jewellery and luxury sector, success hinges on a holistic approach encompassing every facet of brand identity and product excellence. As such, a successful manager within this realm must meticulously cultivate each of these elements.

By doing so, they ensure that new product offerings not only captivate the senses but also prove to be commercially viable ventures. Through the programme, you will gain invaluable insights into forecasting jewellery products and mastering the art of strategic product planning. You will have the opportunity to harness current trends and influences to curate a meticulously balanced product range that resonates with discerning consumers. This includes leveraging a harmonious blend of products and brands, meticulously selected to epitomise the pinnacle of luxury, design, and product excellence. . The choice of jewellery and luxury industry placement or professional project within the programme, gives you the opportunity to put theory into reflective and purposeful practice within the field of luxury. Through in-depth research into how leading companies in the jewellery and luxury market craft their own brand positioning narratives and pioneer innovative strategies, you will gain invaluable insights into the art of brand differentiation and market leadership. In today's digital age, the advent of emerging technologies has revolutionised communication channels, necessitating a recalibration of branding strategies. This programme equips participants with the acumen to strike a harmonious balance between corporate brand image, cutting-edge new media platforms, and the dynamic potential of viral marketing.

This delicate equilibrium is pivotal to the success and longevity of luxury and jewellery brands in the contemporary marketplace. In addition to exploring historical styles and cultural contexts, and conducting meticulous analyses of present trends and forecasts, participants are encouraged to critically examine how aesthetic expressions and interpretations of social and cultural phenomena shape the jewellery sector. Through engaging industry projects, insightful guest speakers, and an interdisciplinary learning environment, students are empowered to cultivate collaborative partnerships, undertake live projects, and gain firsthand

insights into the complexities and opportunities inherent in the jewellery business landscape.

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 jewellery, 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.

You may also work on live industry projects during the programme.

Programme-Specific Learning Outcomes

- Knowledge and understanding
- How different jewellery and luxury 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 organisations
- How current and future dynamics of new technologies, disruption, changing consumer trends and corporate social responsibility impact the strategic thinking of jewellery and luxury organisations.
- How to conduct primary and secondary research and enquiry addressing ethical dilemmas, corporate social responsibility and sustainability issues, applying these values to jewellery and luxury 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 jewellery and luxury 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 jewellery and luxury branding and management problems, through critical scrutiny of contextual theories and current practices in industry

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.

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)