

# LUXURY BRAND MANAGEMENT

DOMUS ACADEMY MILANO

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Semester Courses

First Semester (September 9th 2025)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Strategic Branding	Digital Communication
<b>MODULE 2</b>	Integrated Communication Strategy	Strategic Brand Management

Second Semester (November 6th 2025)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Integrated Communication Strategy	Strategic Brand Management
<b>MODULE 2</b>	Strategic Branding	Digital Communication

Third Semester (February 9th 2026)

	<b>Theoretical Course</b>	<b>Workshop</b>
<b>MODULE 1</b>	Strategic Branding	Digital Communication
<b>MODULE 2</b>	Integrated Communication Strategy	Strategic Brand Management

# FIRST SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **STRATEGIC BRANDING**

The Strategic Branding course has the goal to support students to conduct a correct strategic market analysis - a key success factor for any entrepreneurial and business activity no matter how visionary.

*Workshop*

### **DIGITAL COMMUNICATION**

The workshop supports students in appraising effective and innovative digital communication strategies, which can be implemented by lifestyle and luxury brands. In particular, the objective is to design and execute communication concepts and plans focused on generating tangible business results and brand image and awareness.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **INTEGRATED COMMUNICATION STRATEGY**

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

*Workshop*

### **STRATEGIC BRAND MANAGEMENT**

The workshop gives students solid strategic brand management frameworks to appraise possible strategies and business development opportunities such as new product and services development, brand and line extension, innovative business models, and other growth strategies options.

# SECOND SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **INTEGRATED COMMUNICATION STRATEGY**

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

*Workshop*

### **STRATEGIC BRAND MANAGEMENT**

The workshop gives students solid strategic brand management frameworks to appraise possible strategies and business development opportunities such as new product and services development, brand and line extension, innovative business models, and other growth strategies options.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **STRATEGIC BRANDING**

The Strategic Branding course has the goal to support students to conduct a correct strategic market analysis - a key success factor for any entrepreneurial and business activity no matter how visionary.

*Workshop*

### **DIGITAL COMMUNICATION**

The workshop supports students in appraising effective and innovative digital communication strategies, which can be implemented by lifestyle and luxury brands. In particular, the objective is to design and execute communication concepts and plans focused on generating tangible business results and brand image and awareness.

# THIRD SEMESTER

## MODULE 1 DESCRIPTION

*Theoretical Course*

### **STRATEGIC BRANDING**

The Strategic Branding course has the goal to support students to conduct a correct strategic market analysis - a key success factor for any entrepreneurial and business activity no matter how visionary.

*Workshop*

### **DIGITAL COMMUNICATION**

The workshop supports students in appraising effective and innovative digital communication strategies, which can be implemented by lifestyle and luxury brands. In particular, the objective is to design and execute communication concepts and plans focused on generating tangible business results and brand image and awareness.

## MODULE 2 DESCRIPTION

*Theoretical Course*

### **INTEGRATED COMMUNICATION STRATEGY**

The course focuses on the promotion and communication strategies that fashion & luxury brands can create, plan and execute.

*Workshop*

### **STRATEGIC BRAND MANAGEMENT**

The workshop gives students solid strategic brand management frameworks to appraise possible strategies and business development opportunities such as new product and services development, brand and line extension, innovative business models, and other growth strategies options.