

MSc1  
-  
MSc2

# COMMUNICATION AND MEDIA STRATEGY - LUXURY

ENROLL


TITRE RNCP : MANAGER DE LA COMMUNICATION DE MARQUE

## PROGRAM INFORMATION

24-month apprenticeship  
Initial MSc1  
Parallel admission MSc2 in apprenticeship  
Parallel admission MSc2 in initial

### PARIS

22 500 €  
10 600 €  
11 600 €  
11 100 €

24-month program recognized and certified by the State at level 7  
910 hours | 120 ECTS credits | Group size: min 15 - max 39  
RNCP Code: 37775 | Degree Code: 16X32037  
Employment rate and graduation rate: *Title acquired in 2024\**  
Accessible to individuals with disabilities 

## ENROLLMENT & SCHEDULE

### September intake

#### Schedule:

1 week at school / 3 weeks at a company for 24 months starting in September.

The luxury sector, constantly evolving, demands companies to be highly agile in meeting the expectations of an international, connected, demanding, and sustainability-conscious clientele. At the intersection of art, creativity, and innovation, this universe offers numerous opportunities for those who aspire to master its culture and codes. Whether you aim to specialize in fashion, jewelry, tourism, or any other field, our curriculum immerses you in the heart of the mysteries of modern luxury. It equips you with the skills needed to excel in the stimulating world of luxury communication.

## YOU WILL LEARN TO

### Analyze and understand the specificities of the luxury sector

You will develop a deep understanding of the luxury sector, which reinvents itself between tradition and innovation. You will learn to decipher emerging trends and new behaviors at work. With your keen understanding of the issues, you will be able to formulate relevant strategic recommendations in response to the new digital and societal requirements of luxury clients.

### Mastering luxury marketing

By acquiring solid knowledge, you will be able to successfully design the marketing strategy of a luxury brand, ensuring a fair, impeccable, and remarkable image. You will learn to navigate skillfully in the complex world of luxury, defending a relevant and differentiated strategic position with stakeholders. You will also become an expert in active monitoring to constantly improve your strategy.

### Designing and implementing the communication strategy

You will learn to develop and execute a compelling communication strategy for luxury brands, leveraging various channels, from physical presence to online sales, advertising, social media, partnerships, and exclusive events. The goal: to activate the right levers to create a unique customer experience.

## PREREQUISITES

You must hold a validated Bachelor's degree (180 ECTS) or, for parallel admission to the 5th year, a Master's degree (240 ECTS), a level 6 certification or equivalent, preferably in the fields of Communication, Advertising, or Marketing, and pass the selection tests of the institution (or equivalent for foreign candidates).

The Executive program has specific prerequisites, taking into account professional experience.

## MAIN COURSES

### First Year Courses (MSc1)

455H - 60 ECTS

- Luxury marketing
- Communication strategy
- Content strategy and brand content
- Digital strategy and webmarketing
- Commercial policy and luxury merchandising
- Brand strategy
- Media strategy and media planning
- Marketing fundamentals
- Luxury market and ecosystem
- Consumer behavior and user intelligence
- Innovation project
- No Code prompt engineering module
- Digital transformation of brands
- Luxury communication project
- International luxury
- History of luxury
- Social media strategy and social ads
- Commercial policy and merchandising
- Press relations, event management and influence
- Innovation : products and services
- KPIs and performance measurement
- Fundamentals of CSR (Corporate Social Responsibility)
- Persuading an audience
- Team management

### Second Year Courses (MSc2)

455H - 60 ECTS

- Loyalty strategy and relationship marketing
- Digital strategy and acquisition
- E-business in luxury
- Omnichannel UX
- Event project management
- Satisfaction and performance measurement
- Creativity in luxury
- Luxury project
- Professional attitude

## ASSESSMENT METHODS

The diploma is obtained through the acquisition of 120 ECTS credits through various individual or collective professional situations, written or oral.

Including the flagship end-of-year project: Creating a startup. Learners form mixed project groups from different specialties to successfully complete this major pedagogical exercise. The goal is to acquire the entrepreneurial knowledge necessary to create their own fictitious startup. Those who wish to do so will have the opportunity to join Omnes Education's incubator to be supported in deploying their concept in reality.

Competitions: These are professional situations and highlights of the program. Students work on a real client brief presented by the agency and/or the brand to address an acquisition or retention issue. This cross-cutting recommendation is made collectively with a distribution of deliverables based on each student's skills.

A period of professionalization in a company is also required during the program.

## CAREERS AND CAREER PERSPECTIVES

(Indicative starting salary: €31k - €36k)

- Communication officer
- Internal communications manager
- External communications manager
- Communications manager
- Project Manager
- Corporate communications manager
- Public communications manager
- Brand Manager

THIS CERTIFICATION IS ACCESSIBLE THROUGH SKILLS BLOCK CAPITALIZATION | LAST UPDATE — JULY 2024

\* See more details at <https://www.supdepub.com/nous-connaitre/certifications-des-etudes/>  
Prices valid for the autumn 2024 intake (sept. 24 - oct. 25). Information and financing on <https://www.supdepub.com/presentation/financement-des-etudes/>

## WHAT SETS US APART + OUR PEDAGOGICAL METHODS

### **Access to an influential network:**

By joining Sup de Pub, you benefit from privileged access to an active network of 13,000 alumni, an influential professional community within numerous brands. This connection opens up multiple opportunities for partnerships and collaborations, thus strengthening your professional journey.

### **Quality speakers:**

Our professional speakers, all experienced and passionate, are regularly accompanied and trained in the latest pedagogical methods. They ensure that each course is a rewarding and relevant experience for our students.

### **Immersive pedagogy:**

Our students develop their knowledge and skills by working on real and concrete projects proposed by our partners throughout the year. This allows them to face current professional challenges.

### **Interactive and personalized learning:**

Through our Omnes online platform, we offer a unique learning experience, personalized and enriched by digital advancements. Inspired by series and video games, our engaging and scripted formats aim to arouse curiosity and engagement among students. The goal is to enable learning in a different, playful, and interactive way.

### **Unique knowledge:**

Our SHIFT(s) programs allow students to deepen their knowledge of environmental, societal, and cultural subjects while obtaining additional certifications. Through activities such as online conferences, masterclasses, didactic resources, practical exercises, and group work, we foster the development of critical thinking and collaboration. These programs will equip you with knowledge and skills that make a difference.

### **Innovative and essential tools:**

The evolution of Big Data and Artificial Intelligence requires constant adaptation of our pedagogy. That's why all our programs now integrate short and evolving training courses covering data analysis, programming, no-code tools, and the fundamentals of cybersecurity. An opportunity to acquire the highly sought-after technical skills of Artificial Intelligence by recruiters.

## YOUR WORK-STUDY PROGRAM AT SUP DE PUB

### **The NEMO platform to find an apprenticeship or a job**

Sup de Pub facilitates the search process for its students. The platform gathers in a single database all internship, apprenticeship, and entry-level job offers from the 10,000 partner companies of the Omnes Group. Accessible upon registration, you can upload your CV or apply directly to a job posting !

### **Personalized follow-up in your professional journey**

We accompany you at every step: job offers, CV and cover letter workshops, coaching sessions, interview simulations, company targeting. As a bonus, advice to refine and strengthen your «Personal Branding».

### **Regular events on our campuses**

Frequent meetings with our partner companies during Job Dating and recruitment forums. It's an opportunity for you to secure an internship or apprenticeship, as well as to expand your professional network !

## OUR CSR COMMITMENT INTEGRATED INTO OUR PEDAGOGY

CSR is at the core of our programs from the undergraduate level. We raise awareness among our students about the major challenges of communication and encourage them to integrate sustainability into their practices. To materialize this commitment, we have initiated several initiatives :

### Specialized training and awareness at the undergraduate level

As part of the PACT project (*Programme d'Action Citoyenne de Terrain*), our students actively engage in volunteer missions with associations. This experience allows them to contribute to environmental, social, and solidarity causes, thus enhancing their academic and professional journey.

Moreover, our programs include numerous courses and workshops that explore the evolution of communication practices, with a particular focus on engaged communication and carbon footprint evaluation. Conferences led by recognized experts enrich this approach deepening the understanding of climate challenges and fostering our students' civic and societal engagement.

### CSR commitment at the graduate level

Our programs integrate certified CSR skills and the TASK™ certification. Our students participate in concrete CSR projects in collaboration with companies or as part of the *Grande Compétition Sup de Pub* dedicated to «a Great Cause». They can become CSR ambassadors or get involved in campus initiatives. At the end of their program, a positive impact entrepreneurial project is carried out, offering practical experience and strengthening their commitment to CSR.

## TRAINING OBJECTIVES

### Skills Blocks

- Block 1 – Conduct a brand and communication diagnosis
- Block 2 – Define the brand and its communication strategy
- Block 3 – Implement the brand communication strategy
- Block 4 – Measure and optimize the performance of the brand communication strategy
- Block 5 Option 2 – Manage strategic planning in an agency

## ATTESTED SKILLS AND ABILITIES

### Conducting a brand and communication diagnosis

- Assessing the alignment between the desired image and the perceived image of the brand
- Evaluating the effectiveness of current brand actions
- Mapping major players in the competitive landscape
- Analyzing the brand's context
- Designing and presenting a synthesis report of the conducted diagnostics

### Defining the brand and its communication strategy

- Defining or redefining a brand's identity through a platform
- Defining or redefining brand signs and charters
- Mapping target audiences to identify insights
- Determining communication objectives
- Building and presenting the strategic communication plan

### Implementing the communication strategy

- Assembling and mobilizing teams around the strategy
- Briefing the teams involved based on the specifications
- Coordinating teams by monitoring individual and collective progress
- Managing project budgets and schedules
- Monitoring and controlling the quality of deliverables

### Measuring and optimizing the performance of the brand communication strategy

- Organizing the collection of performance data
- Analyzing the data collected through reporting
- Sharing the results of the communication project
- Designing corrective measures to be implemented

### Managing strategic planning in an agency

- Deepening surveillance by multiplying sources of information
- Co-building a strategy with a client through workshop design
- Developing a response to a call for tenders
- Developing strategic content for the agency