



I chose Rennes SB due to its excellent reputation, academic accreditations and the international atmosphere at the School. My decision has been more than justified by the opportunity to learn and study in a place where so many cultures are present and where I can acquire the tools I'll need for the next steps I'll take in life. I'm really happy to be studying here as I feel it has changed the way I see the world.

Karla Patricia Rodriguez Ruiz,
Mexican student



MSc IN LUXURY MARKETING & BRAND MANAGEMENT

RENNES
CAMPUS

PARIS
CAMPUS

YOUR BRAND IS SO MUCH MORE THAN WHAT YOU SELL

This programme enables the students to acquire the necessary knowledge and competencies for pursuing a successful career in Luxury and Brand Management.

Managers need specific skills to understand the uniqueness of the luxury sector and its target customers.

Students will be able to develop and implement effective strategies and introduce innovative products and services in different luxury segments. Participants will also learn to develop and manage brands in any sectors.

Graduates will be able to efficiently achieve their business objectives in a responsible way and in a global environment.



DR DILDAR HUSSAIN,
PROGRAMME DIRECTOR

RANKINGS

TOP 10 IN FRANCE

2 **Bachelor in Management**
Ranking 2022

INTERNATIONAL RANKINGS

9 **Shanghai Ranking's Global Ranking of Academic Subjects 2019 Management among French Business Schools**

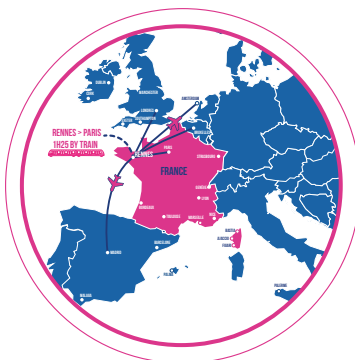
23 **MASTERS IN FINANCE 2022 RANKING**

48 **Executive MBA Ranking 2020**

49 **MASTERS IN MANAGEMENT 2022 RANKING**

57 **EUROPEAN BUSINESS SCHOOLS 2022 RANKING**

89 **EMBA 2022 RANKING**



RENNES SCHOOL OF BUSINESS
UNFRAMED THINKING

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rennes-sb.com

Apply: apply.rennes-sb.com

Contact: inquiries@rennes-sb.com



RENNES SCHOOL OF BUSINESS
UNFRAMED THINKING

PROGRAMME 120 ECTS

SEMESTER 1

COMPULSORY MODULES

- Consumer Behaviour in a Sustainable Environment
- Contemporary Brand Management
- Development & Marketing of New Products in a Sustainable Environment
- Luxury Marketing Strategy
- Contemporary Trends in the Luxury Industry

DURATION

15 months

STARTING DATES

September & January

TEACHING LANGUAGE

English



ACADEMIC CALENDAR

> **January 2022 intake**
(only on Rennes Campus):

> Modules:

January to December 2022 + 1

> **Internship:** (4 to 6-month duration):

May to August 2022
OR January to August 2023 + 1

> Graduating project:

August 2023 + 1

> **September 2022 intake**

> Modules:

September 2022 to April 2023 + 1

> Internship:

(4 to 6-month duration):
May 2023 to February 2024 + 1

> Graduating project:

October 2023 + 1

TUITION FEES

Non-EU students: €18,600

EU students: €16,600

93%
Rennes SB
students
are employed
6 months after
graduation

FRENCH LANGUAGE FOR INTERNATIONAL STUDENTS

German/Italian/Spanish
for French speaker

SEMESTER 2

COMPULSORY MODULES

- Strategic Management OR Advanced Strategy
- Marketing Research in a Digital Environment
- Advanced Brand Management
- Omni-Channels in the Luxury Industry
- Digital & Influencer Marketing in the Luxury Industry
- Sustainable Design & Brand Identity in the Luxury Industry
- Corporate Social Responsibility "Winter session*" abroad or in Rennes

*Not included for MIM/PGE students

ADMISSION

REQUIREMENTS

- **English Proficiency (one of the following):**
 - > TOEFL > 80
 - > TOEIC > 750
 - > IELTS > 6.0
 - > Cambridge Proficiency Exam > B2 OR
 - > Native Language OR
 - > Previous studies taught in English (minimum 2 years)
- **A strong academic background**
- **Bachelor or equivalent (diploma)**

STUDENT ACADEMIC BACKGROUND

ALUMNI

CAREER OPPORTUNITIES

Marketing Manager, Brand Manager, Trade Marketing Executive, Key Account Executive, International Sales Coordinator, Product Manager, Area Sales Manager, Business Development Manager...

COMPANIES

LVMH, La Perla, Nike, Apple Inc, Swarovski, Daimler, Shiseido group, Stella McCartney, Cartier, Tesla, Adidas, Chanel, Christian Louboutin, Lacoste Operations, Hilton Worldwide, L'Oréal, Air France Klm...

88%

12%



- 76% Business or related
- 14% Languages/Literature
- 4% Engineer
- 3% Law/Political Sc.
- 2% Com/Media
- 1% History/Society/Geo