



2025 start dates:
3 Feb, 7 Apr, 2 Jun, 7 Jul,
4 Aug, 6 Oct

Entry level: 18 years and older/ Level 5
(Bayswater)/B1+ (CEFR) Requirement

► Professional Certificate

Luxury Brand Management

London

Dive into Luxury Brand Management!

Explore the home of many iconic brands and enjoy the endless inspiration that London has to offer.

Our short course blends theory with real-world experience to unlock your potential in this fast-paced and creative field.

Who is it For?

This course is perfect for:

- › Future Professionals aiming for a career in luxury brand management
- › Recent Graduates eager to explore the luxury brand sector, marketing or fashion
- › Career Changers and Gap Year students interested in luxury brands
- › Curious Minds interested in the luxury brand sector

What will you learn?

Introduction to Luxury Brand Management

History/Evolution of Luxury Fashion Brands

Luxury Personas and Target Audience

Constructing a New Luxury Brand

Marketing Strategy for Luxury Brands

Customer Psychology and Brand Symbolism

Brands: Customer Relationship and Customer Experience

Sustainable Luxury and Corporate Social Responsibility

Digital Transformation and Luxury Brands

Establishing & Maintaining Brand Equity

Rebranding (Group project)



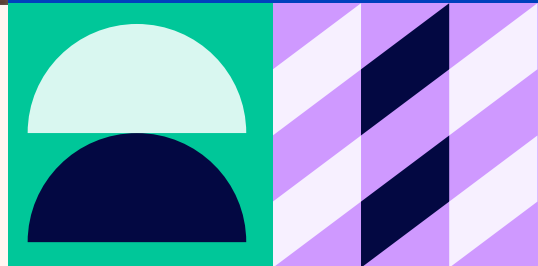
Company visit and industry guest speaker



Vlog, group work and final presentation



Comprised of lectures, a group project and expert-led sessions
4 weeks



Why Bayswater?

Bayswater provides global upskilling experiences that equip students with the practical skills and confidence to thrive in the future of work.

Our programmes blend academics with real-world experience and soft skills, to empower students to create the life they want to live.

Certificates we offer in the UK:

- › Digital Marketing
- › International Business Management
- › Luxury Brand Management
- › Customer Experience Management

Stack your skills

Our certificates act as micro-credentials. Micro-credentials are focused learning that allows you to quickly build up your skills. Get ready for the future of work with us.

Benefits

Relevant curriculum based on the latest developments and innovations

Taught by industry experts

Explore key locations and the luxury scene in London

Create and develop your own luxury vlog

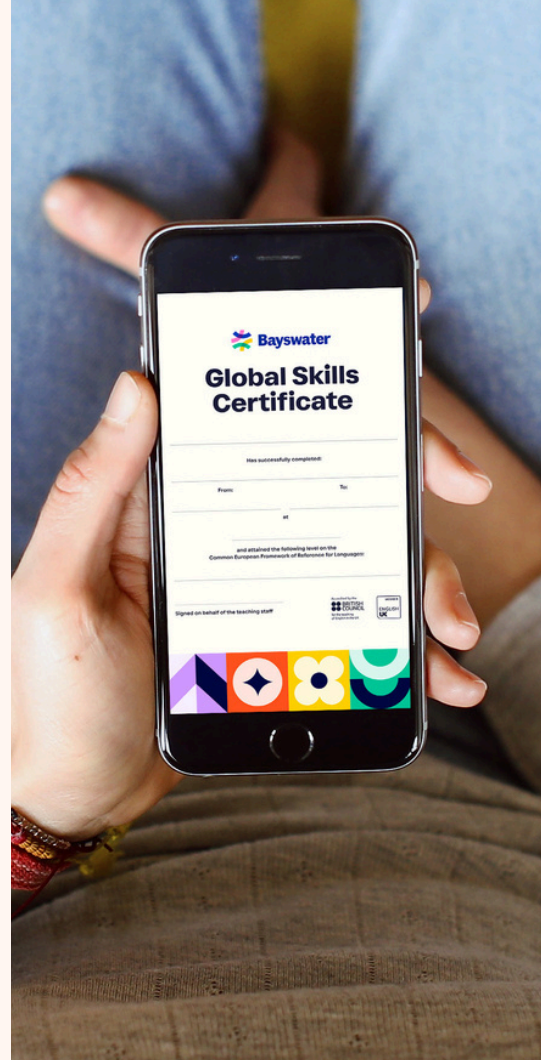
Gain valuable career and industry insights from guest speakers

Certification: Bayswater Luxury Brand Management Certificate

The Bayswater advantage – Get global skills when you study with us

By enrolling with us, we'll additionally upskill you in Communication and Intercultural Competence, Critical Thinking, Collaboration, Problem Solving, AI and Digital Literacy and Presenting. You will receive an additional Global Skills Certificate (digital) that recognises these new skills, and allows you to add them to your resume.

You will also get the opportunity to add further skills like Volunteering, Networking, Leadership and Employability, and gain a digital badge to link to LinkedIn. This will help you stand out to potential employers.



Sample Luxury Brand Management Timetable 2025

	Monday	Tuesday	Wednesday	Thursday	Friday
			14:10 - 17:30 PM		
Week 1	Introduction to Luxury Brand Management	History/Evolution of Luxury Fashion Brands	Group project	Tutor-led group project	Luxury Personas and Target Audience
Week 2	Constructing a New Luxury Brand	Marketing Strategy for Luxury Brands	Group project	Tutor-led group project	Brands: Customer Relationship and Customer Experience
Week 3	Company visit	Customer Psychology and Brand Symbolism	Group project	Tutor-led group project	Group project
Week 4	Sustainable Luxury and Corporate Social Responsibility	Digital Transformation and Luxury Brands	Group project	Establishing & Maintaining Brand Equity	Final presentations

*Class times may vary depending on start date.



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