

MSc 2 LUXURY BRAND MANAGEMENT FOOD AND WINE

(100 % ANGLAIS)

A HIGH-LEVEL SPECIALIZATION DEDICATED TO INTERNATIONAL LUXURY BRAND MANAGEMENT

The luxury industry is one of the biggest in the world and it will increase still further in the next ten years.

Familiarity with FRENCH EXCELLENCE in areas such as luxury fine food, spirits, wine and luxury tourism is a real asset for students who want to learn about this industry. France is internationally recognized for its elegance, its sophistication and its rich culture, combining tradition with audacious modernity. It is also renowned for its savoir-faire when it comes to wine and gastronomy, as well as its excellent higher education.

Taking part in an MSc in Food & Wine in Paris is a real asset in the worldwide tourism market. Students who enter the luxury sector will face an enormous challenge in terms of management. They will also need to understand organisational behaviour as a key factor of success in this particular sector.

We will focus on all areas from production to distribution channels, export & import... All the aspects of this industry will be covered.

Students will learn how to recognize the specificities of luxury that are essential for enhancing brand performance and customer satisfaction.

AN MSc WITH ACADEMIC EXCELLENCE AND PROFESSIONAL EXPERIENCE IN THE FOOD & WINE INDUSTRY

The MSc Luxury Brand Management Food & Wine fully taught in English, is the perfect combination of theoretical and practical training covering key luxury sectors such as gastronomy, wine, champagnes and spirits, hospitality, as well as new food trends fashion and beauty as all these sectors are connected to each other. Those segments within the luxury industry has globally become a fast-growing and booming sector.

International companies are nowadays seeking high level managers or experts who are able to move within an international and challenging environment with the objective of ensuring their economic growth everywhere in the world.

For that purpose, the goal of this MSc is to allow students to be immersed in all the aspects of the luxury food & beverage industry to improve and master the specific technical skills needed to work in this both demanding and complex environment.

Students acquire all the know-how they need to develop their proficiency skills required by every manager of the luxury industry primarily in the following ways:

- Lectures and seminars led by professionals
- Visits to leading companies including practical courses on different business segments
- Analysis of existing and emerging consumers and markets

In addition to this, the MSc Luxury Brand Management Food & Wine provides students with a series of five modules focusing on the Art of Wine Tasting. Over these modules, students will be discovering and tasting different wines from diverse regions from Bordeaux to Bourgogne. This Art of Wine tasting will allow students to get a certificate in addition to the MSc degree offering them a double qualification.

This MSc program is also meant to ensure a high degree of expertise in order to hold high-ranking positions such as Brand Manager, Product Manager, Trade Manager, and Community Manager...

A COURSE TO DEVELOP YOUR EXPERTISE

PACE: 3 DAYS/2 DAYS

MSc 2

September/February to January/August

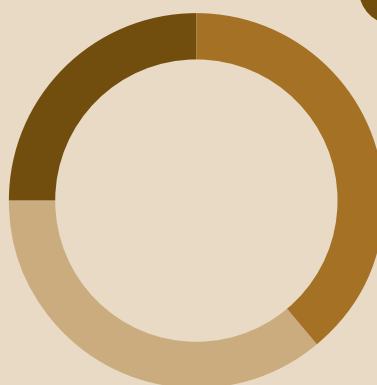
February/September to August/January

MSc 2 - 12 months	Courses MSc 2 Alternate work pace: 3 Days/2 Days	Full-time in company
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WHAT CAREERS DO THE ALUMNI HAVE?

25%

Trade Manager, Sales Manager, Business Developer, Export/Import Sales Manager, Store Manager, Purchase Manager



39%

Communication & Digital Manager, PR Manager, Digital Storyteller, Community Manager, Visual Merchandising Manager, Event & Project Manager

36%

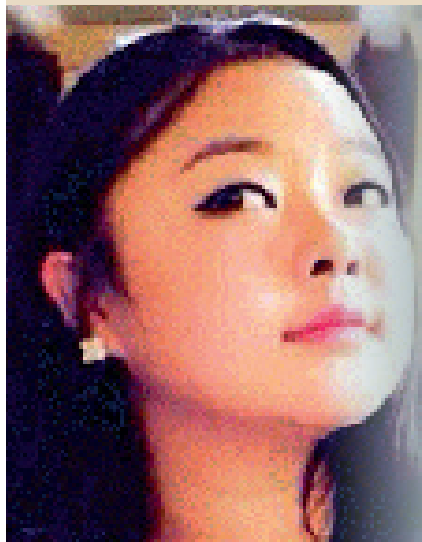
Product Manager, Brand Manager, CRM Customer Relationship Manager, Digital Project Manager

QINGYANG
TIAN

CHINESE MARKET
DEVELOPMENT MANAGER
(LEGRAND & CO) MARKET
DEVELOPMENT



The MSc Luxury Brand Management Food & Wine immediately attracted me because the program combines fashion and food & wine: at the time the choice to specialize in wine was not yet defined. This MSc invites you to understand all aspects of the luxury industry, to acquire the necessary technical knowledge to be able to integrate the biggest houses, and especially to sharpen up your professional project. I work as a development manager at Legrand & Co, which has a historic wine cellar in Paris, a trading company in Bordeaux, as well as a large Bordeaux château and grands crus de Bourgogne. I am in charge of the development of the Chinese market. I mainly deal with all commercial activity as well as the whole marketing and communication part of adopting new strategies for the Chinese market. ”



COURSE DESIGN & OBJECTIVES

GUEST RETENTION STRATEGIES IN LUXURY FOOD & WINE

SKILLS TO ACQUIRE:

In pursuit of profit in hospitality, you need to be certain of your revenue sources and how to optimize them. Therefore you must acquire the key techniques such as RAK, REVPAR.

LUXURY BUSINESS MANAGEMENT

SKILLS TO ACQUIRE:

New wine or restaurant premium or luxury: How do you prepare? With what resources? How should you use the PR budget, how could you create the "buzz"? - Case STUDY

OMNI-CHANNEL MANAGEMENT

SKILLS TO ACQUIRE:

Operational marketing in luxury and loyalty program should be quite distinct from a « standard » program. Infinite, black cards, concierge, butler, etc... are now a must have. Understand and manage the methods.

DIGITAL MEDIA IN LUXURY & E-MERCHANDISING

SKILLS TO ACQUIRE:

Internet is a must. How does it work in this kind of market? What is a multichannel strategy? How can you set up your site or blog?

HOSPITALITY MANAGEMENT

SKILLS TO ACQUIRE:

Understand the stakes and challenges of this huge market, the key operational factors to manage a hotel (yield, development, acquisition, portfolio management, budget, personnel, training).

HR MANAGEMENT IN LUXURY

SKILLS TO ACQUIRE:

The « Luxury Attitude ». How to understand the KPI of the « juste distance » - service, excellence, best practice, quality management, training, conferences & lectures by professionals.

STRATEGIC MARKETING: BP IN F&W

SKILLS TO ACQUIRE:

- What is a market information system?
- How do you prepare it?
- With what resources?
- What is the strategic vision?
- How do you use the PR budget, how do you create the "buzz"?
- Case study

NEGOTIATION SKILLS IN F&B MANAGEMENT

SKILLS TO ACQUIRE:

- Food represents 40% of your cost in F&B...
- Understand the stakes & challenge of this part of the activity
 - Know the main product Almanac

F&B & HOSPITALITY OPERATIONS

SKILLS TO ACQUIRE:

- Food represent 40% of your cost in F&B.
- How and what to buy
 - How to present/merchandise

DIGITAL LUXURY FOOD & WINE

SKILLS TO ACQUIRE:

No industry can avoid the internet and social networks. In the luxury sector there are codes. How can you understand them and play your marketing/add partition?

NEW TRENDS IN GASTRONOMY

SKILLS TO ACQUIRE:

Hospitality Tendency in Architecture decoration & Partnership.

LUXURY BRAND MANAGEMENT

Luxury experience of new luxury brands in F&B.

SKILLS TO ACQUIRE:

- Your brand as a value
- What are the DNA of luxury products?
- How to manage product rarity

BRANDING WINE & SPIRIT

SKILLS TO ACQUIRE:

- Understand how to merchandize your product
- What are the KSF?

WINE TOURISM

SKILLS TO ACQUIRE:

- Understand the wine-tourism sector
- Know the key players
- Learn how to organize

CRISIS MANAGEMENT

SKILLS TO ACQUIRE:

Image & bad buzz can ruin a reputation, especially in this very sensitive market. Case on how to communicate on a terrorist attack or hurricane in the West Indies.

FOOD TECH E-BUSINESS

SKILLS TO ACQUIRE:

- New Tech & Digital food?
- Understand the basic marketing decision
- Learn how to organize the logistics KSF

WINE TECHNOLOGY

SKILLS TO ACQUIRE:

- New Tech & Digital Wine
- How does a market place work?
- Investment in Wine tech
- Learn how to organize the logistics in this particular sector

GASTRONOMY & TOURISM

SKILLS TO ACQUIRE:

- Apprehend this segment
- What is the size
- Understand old & new customers
- Loyalty/discovery

LUXURY FOOD AND WINE MARKETING

SKILLS TO ACQUIRE:

Your brand as a value. What are the DNA of such luxury products as wine, champagne or restaurants? How to manage product rarity but also merchandising (example of "Au Bon Marché").

SPIRIT MARKETING

SKILLS TO ACQUIRE:

- Apprehend this segment
- What is the size?
- Understand old & new customer
- Loyalty/discovery

ART OF WINE TASTING

SKILLS TO ACQUIRE:

- Learn about wine regions: France & International
- Discovery of taste & smell
- Education of your nose

INSEEC U. CERTIFICATE: INWINE

SKILLS TO ACQUIRE:

Understand Wine and Spirits through a 4 day teaching & Q&A Program made of discovery & tasting.

ADMISSION

CANDIDATURE 100% ON-LINE : MBA.INSEEC.COM

INSEEC MSc & MBA PARIS

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