

Istituto dei Mestieri d'Eccellenza LVMH and Ca' Foscari Challenge School

MASTER IN LUXURY, CLIENT ADVISOR AND RETAIL EXCELLENCE LEVEL I – EDITION 2 A.Y. 2019-2020

Presentation

The Master's Programme in Luxury, Client Advisor and Retail Excellence, conceived with the collaboration of Istituto dei Mestieri d'Eccellenza LVMH (IME), offers a unique opportunity to specialise in the luxury products sales sector. A shrewd combination of Ca' Foscari's academic research and the know-how of top professionals in the luxury sector, the course enables participants to acquire a dual preparation, alternating theory and practice and including an internship in a boutique of one of the Maison of the LVMH group: Bulgari, Céline, Christian Dior, DFS, Fendi, Loro Piana, Louis Vuitton, Sephora.

The classroom lessons, entirely in English, adopt an innovative method, alternating lecturers from Ca' Foscari University of Venice and professionals from fashion houses in the LVMH Group. Ample space will be given to a theoretical examination of the themes of luxury selling (in fashion products, leather goods, clocks and watches, jewels, perfumes, cosmetics or selective distribution) and to Mandarin Chinese for selling. There will be numerous innovative didactic activities, from team working to learning-by-doing, mystery shopping and role playing games, workshops and store visits.

There will also be IME Master Classes, oriented towards excellence at the service of selling luxury products, with boutique visits and exchanges with fashion house professionals to discover the culture of luxury, observe the atelier experience and construct a unique experience with the customer.

The course is wholly funded by IME LVMH.

Objectives

The aim of the programme is to provide the solid professional skills needed to become a Client Advisor in the luxury sales sector with an exclusive profile able to:

- Conclude a sale and promote the loyalty of a demanding international clientèle;
- Contribute to high performance sales results;
- Acquire cross-selling techniques and savoir-faire;
- Share the brand and product universe with customers;
- Create a unique and unforgettable experience;
- Perfect the level of English, Italian and a third foreign language.

Didactic activities

Business management

Objective: To introduce the fundamentals of business management, business culture, organizational design and human resource management, and the supply network to students lacking basic management skills. To present and discuss the concepts of the industrial sector, market concentration and competitive analysis. To explain these concepts' application to the luxury retail industry and impact on the Client Advisor role.

- Management and business culture
- Organizational design and HRM
- Business networks and supply management-competitive analysis
- Industry analysis: high end and luxury market

Accounting

Objective: To present students with the basic concepts of economic fact analysis logic, cost, and the main financial and economic control ratios.

- Financial-economic cycle and cost analysis
- Financial-economic ratios and performance measures
- KPI

Marketing

Objective: To define marketing and identify the diverse factors that influence marketing actions, to explain how marketing analyses and satisfies consumer expectations. To present and discuss how to manage market relationships, including in an international and multicultural context. To explain the main strategic marketing choices and use of marketing tools in both classic and digital

economy contexts. To measure performance in relation to marketing choices. To explain how marketing tools are useful approaching clients and during sales

- Creating value through marketing
- Principles of marketing
- Communication, social media and digital marketing
- Distribution and retailing
- Consumer behaviour
- Pricing

Retail management

Objective: To identify retailers in terms of the utilities they provide. To position the different retail strategies and types, to specify the retail mix actions. To explain changes in retailing and the shift from customer service to customer experience.

- Omnichannel and distribution and mystery client research
- Shop atmosphere
- Retail management in the luxury industry, merchandising, display and layout
- Customer experience

Personal selling and sales management

Objective: To discuss the nature and scope of personal selling and sales management in marketing. To identify the characteristics of personal selling in luxury and high end industries. To explain the stages in the personal selling process and describe the main functions of sales management.

- Sales management
- Personal selling in luxury and high end markets
- Organization of the selling process

IME Master classes

Objective: To analyse and study the luxury and high end products heritage, quality, the production process and expertise. To define the relationship between the sources of the value characteristics and the purchase motivations. IME Master classes will take place in some of the Maison of the LVMH group.

Soft skills

Objective: To give students soft skills for use in personal selling and customer relations.

- Communication, relationship

Duration and summary of didactic activities and university credits (CFU)

The Master's lasts for one year and includes lectures, company visits and internships in one of LVMH's fashion houses. The course lasts 1500 hours and is worth **60 CFU**.

Qualification

Students attending the didactic activities, completing the internship and passing the intermediate verifications and final examination will be awarded a 1st Level Master's in Luxury, Client Advisor and Retail Excellence.

Course period

November 2019 > October 2020

Teaching method

Classroom lectures, master classes, company visits

Language

English

Attendance

Attendance will be monitored by signing a register. Regular attendance in the classroom is obligatory to passing the individual modules. Absences must not in any case exceed 15% of teaching hours for each individual module. Credits are assigned with completion of the individual modules and internship/project work activities and passing of the final examination. Students employed in a professional activity coherent with the Master's course may ask for this to be recognised in calculating the credits allocated to internship and work placement activities.

Course location

Ca' Foscari Challenge School
Via della Libertà 12, 30175 Venezia (Vega Park)

Admission requirements

FIRST LEVEL

- / First cycle degree
- / Pre-reform degree (prior to Italian Ministerial Decree no 509/99)
- / Equivalent foreign university qualification, subject to approval from the Teachers' Board

Admission application

Candidates must fill in the online admission application, the details of which are defined under article 3 of the University's Call for Applications. Only applications accompanied by all the required documentation will be considered. The Call for Applications and relative attachments can be downloaded from the Master's web profile.

Selection procedure

A specific board will assess candidates based on their CV, the qualifications submitted, an interview in person and a group assessment (the date, time and place will be communicated by email in due advance).

The main factors considered for the purposes of selection will be: qualifications, motivation, relational skills, relevant former educational and professional experiences, availability.

Graduate eligibility

Students about to graduate may also be admitted to the course, provided they qualify within one month from the start of the course. In this case, enrolment on the Master's may be finalised only after the valid qualification for admission has been awarded.

Candidates without a degree may enrol as auditors and will be awarded a certificate of attendance.

Available places

Maximum number of available places: 22

The Master course will only be activated if at least 15 students have enrolled

Course fees

Project entirely funded by IME LVMH



Ca' Foscari
University
of Venice



Ca' Foscari
**Challenge
School**

Business Strategies and Internationalisation

LVMH

*Istituto dei Mestieri
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Enrolment

ADMISSION APPLICATION SUBMISSION (online procedure, Call for Applications, art. 3)

by 30 September 2019

SELECTION RESULT ANNOUNCEMENT

by 16 October 2019

ENROLMENT COMPLETION (online procedure, Call for Applications, art. 6)

by 21 October 2019

Start of course: **11 November 2019**

Course director

Prof. Tiziano Vescovi

For information

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