

Luxury Marketing



The Luxury Marketing track allows students to develop the perspective and skills necessary to pursue careers in the luxury sector. This is an important part of the economy, both in the US and worldwide. Marketing luxury products and services presents a number of unique challenges including the nature of the target market, importance of establishing a strong relationship with customers, the critical role of brand image, and the nature of the distribution system.

Important note: *Students must fulfill all required prerequisites for any course listed. For information regarding course prerequisites, please refer to the Undergraduate Bulletin (www.stern.nyu.edu/bulletin) and for College of Arts and Science courses (<http://cas.nyu.edu/page/majorminors>).*

Track Champion

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Prerequisites

- Stern Business Tools: [Microeconomics (ECON-UB 1), Statistics for Business Control & Regression/Forecasting Models (STAT-UB 103 or STAT-UB 1 & STAT-UB 3), Principles of Financial Accounting (ACCT-UB 1)]

Essentials

- Introduction to Marketing (MKTG-UB 1)
- Consumer Behavior (MKTG-UB 2)
- Luxury Marketing (MKTG-UB 85), AND Advanced Luxury Marketing (MKTG-UB 86) OR Luxury Marketing (MKTG-UB 84)
- Research for Customer Insights (MKTG-UB 9)

- Retail Strategy (MKTG-UB 88)
- Retail Merchandising & Management (MKTG-UB 89)

Advanced Electives

Four courses from the following list:

- Supply Chain Management (OPMG-UB 6)
- Data-Driven Decision Making (MKTG-UB 54)
- Experiential Learning Seminar: Fashion Industry - Creativity & Business (MULT-UB 104)
- Executive Practitioner Seminar: The Dynamics of the Fashion Industry (MULT-UB 151)

A student can count one or more of the courses listed below as advanced electives if they complete a project within the course pertaining to luxury brands or the luxury sector:

- Pricing (MKTG-UB 53)
- Brand Strategy & Planning (MKTG-UB 55)
- Designing & Developing New Products (MKTG-UB 60)