

Master in Management of Cultural, Creative and Luxury Industries (Master MCCLI) - Master 2 - LMBM - Full-Time - Rennes - 2024/2025

MAJ 24/04/2024

Semester 9 - September 2024 to December 2024

Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
Specialization modules								
OB519E	Unframed Leadership and Collaborative Intelligence (Onboarding Seminar)	18				18	4	POSTG_CG2_LO1
CR517E	Corporate Responsibility in the Luxury Industry	24				24	4	POSTG_CG3_LO2
MK501E	Consumer Behaviour in a Sustainable Environment	24				24	4	POSTG_CG2_LO2
MK542E	Contemporary Brand Management	24				24	4	POSTG_CG1_LO3 POSTG_CG2_LO2
MK550E	Digital and Influencer Marketing in the Luxury Industry	24				24	4	POSTG_CG1_LO1
MK559E	Luxury Marketing Strategy	24				24	4	POSTG_CG1_LO3
RM512E	Applied Marketing Research (linked to the Graduating Project)	15				15	2	POSTG_CG1_LO2
ST506E	Contemporary Trends in the Luxury Industry	24				24	4	POSTG_CG2_LO2
TS504N_LMBM	Learning Expedition	18				18	-	POSTG_CG1_LO3
Career development								
CP501E	Career Passport	21				21	-	POSTG_CG3_LO3
TOTAL PERIOD		216		0.0	0.0	216.0	30	

Semester 10 - January 2025 to July 2025

Semester 20 - January 2020 to July 2020								
Module code	Module title	Hours 1st Semester		Hours 2nd Semester		Total hours	Credits	PLO
		Face to face	Online	Face to face	Online			
Specialization modules								
MK543E	Advanced Brand Management			24		24	4	POSTG_CG1_LO3
MK547E	Omni-channels in the Luxury Industry			24		24	4	POSTG_CG1_LO1
MK556E	Sustainable Design & Brand Identity in the Luxury Industry			15		15	2	POSTG_CG1_LO3
NG522E	Management of Sales in the Luxury industry			15		15	2	POSTG_CG2_LO2
TS504N_LMBM	Learning Expedition			32		32	2	POSTG_CG1_LO3
Research								
GP5	Graduating Project			18		18	12	
Career development								
CP501E	Career Passport			24		24	4	POSTG_CG3_LO3
EP502N	End of Studies Internship						(P/F)	POSTG_CG3_LO3
		TOTAL PERIOD	0	0.0	152.0		152.0	30
		TOTAL YEAR	216.0	0.0	152.0	0.0	368	60