

**MSc in Luxury Marketing & Brand Management - Master 2 - 2025/2026**

**Diplôme préparé : Diplôme Supérieur en Management des Industries Culturelles, Créatives et du Luxe & MSc of Science in Luxury Marketing & Brand Management**  
**Campus : Rennes**  
**Format : Fulltime**

MAJ 25/06/2025

**Semester 9 - August 2025 to December 2025**

| Module code        | Module title                                            | Hours 1st Semester |        | Hours 2nd Semester |        | Total hours | Credits |
|--------------------|---------------------------------------------------------|--------------------|--------|--------------------|--------|-------------|---------|
|                    |                                                         | Face to face       | Online | Face to face       | Online |             |         |
| Specialization     |                                                         |                    |        |                    |        |             |         |
| CR517E             | Corporate Responsibility in the Luxury Industry         | 24                 |        |                    |        | 24          | 4       |
| MK501E             | Consumer Behaviour in a Sustainable Environment         | 24                 |        |                    |        | 24          | 4       |
| MK542E             | Contemporary Brand Management                           | 24                 |        |                    |        | 24          | 4       |
| MK550E             | Digital and Influencer Marketing in the Luxury Industry | 24                 |        |                    |        | 24          | 4       |
| MK559E             | Luxury Marketing Strategy                               | 24                 |        |                    |        | 24          | 4       |
| OB519E             | Unframed Leadership and Collaborative Intelligence      | 15                 |        |                    |        | 15          | 2       |
| RM512E             | Research Methods in Marketing                           | 24                 |        |                    |        | 24          | 4       |
| ST506E             | Contemporary Trends in the Luxury Industry              | 24                 |        |                    |        | 24          | 4       |
| TS504N_LMBM        | Learning Expedition                                     | 25                 |        |                    |        | 25          | -       |
| Career Development |                                                         |                    |        |                    |        |             |         |
| CP501E             | Career Passport                                         | 21                 |        |                    |        | 21          | -       |
| Compulsory Events  |                                                         |                    |        |                    |        |             |         |
| 5PUMM              | Programme Update Meeting M2 Rennes                      | 2                  |        |                    |        | 2           | -       |
| EV001N             | Welcome Days                                            | 12                 |        |                    |        | 12          | -       |
| TOTAL PERIOD       |                                                         | 243.0              |        | 0.0                | 0.0    | 243.0       | 30      |

**Semester 10 - January 2026 to July 2026**

| Module code        | Module title                                                 | Hours 1st Semester |        | Hours 2nd Semester |        | Total hours | Credits |    |
|--------------------|--------------------------------------------------------------|--------------------|--------|--------------------|--------|-------------|---------|----|
|                    |                                                              | Face to face       | Online | Face to face       | Online |             |         |    |
| Specialization     |                                                              |                    |        |                    |        |             |         |    |
| MK543E             | Advanced Brand Management                                    |                    |        | 24                 |        | 24          | 4       |    |
| MK547E             | Omni-channels in the Luxury Industry                         |                    |        | 24                 |        | 24          | 4       |    |
| MK556E             | Sustainable Design and Brand Identity in the Luxury Industry |                    |        | 15                 |        | 15          | 2       |    |
| NG522E             | Management of Sales in the Luxury Industry                   |                    |        | 15                 |        | 15          | 2       |    |
| TS504N_LMBM        | Learning Expedition                                          |                    |        | 25                 |        | 25          | 2       |    |
| Research           |                                                              |                    |        |                    |        |             |         |    |
| GP5                | Graduating Project                                           |                    |        | 18                 |        | 18          | 12      |    |
| Career Development |                                                              |                    |        |                    |        |             |         |    |
| CP501E             | Career Passport                                              |                    |        | 18                 |        | 18          | 4 (P/F) |    |
| EP502N             | End of Studies Internship                                    |                    |        |                    |        |             | (P/F)   |    |
| Compulsory Events  |                                                              |                    |        |                    |        |             |         |    |
| 5PUMM              | Programme Update Meeting M2 Rennes                           |                    |        | 1                  |        | 1           | -       |    |
|                    |                                                              | TOTAL PERIOD       | 0.0    | 0.0                | 140.0  |             | 140.0   | 30 |
|                    |                                                              | TOTAL YEAR         | 243.0  | 0.0                | 140.0  | 0.0         | 383.0   | 60 |