

MSc in Luxury Marketing & Brand Management - Master 2 - 2026/2027

Diplôme préparé : Diplôme Supérieur en Management des Industries Culturelles, Créatives et du Luxe & Master of Science in Luxury Marketing & Brand Management

MAJ 14/04/2026

Campus : Rennes

Format : Fulltime

| Semester 9 - August 2026 to December 2026 | | | | | | | |
|---|---|--------------------|-------------|--------------------|------------|--------------|-----------|
| 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 |
| MK542E | Contemporary Brand Management | 24 | | | | 24 | 4 |
| MK550E | Digital and Influencer Marketing in the Luxury Industry | 24 | | | | 24 | 4 |
| MK552E | Digital Advertising and Communication | 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 |
| SU500N_LMBM | Skills Up! PreLearning Content | | 24.0 | | | 24.0 | - |
| TS504N_LMBM | Learning Expedition | 25 | | | | 25 | - |
| Career Development | | | | | | | |
| CP501E | Career Passport : Expert | 18 | | | | 18 | - |
| Compulsory Events | | | | | | | |
| 5PUMM | Programme Update Meeting M2 Rennes | 2 | | | | 2 | - |
| EV001N | Welcome [Back] Days | 8 | | | | 8 | - |
| EV002N | International Day | 6 | | | | 6 | - |
| TOTAL PERIOD | | 242.0 | 24.0 | 0.0 | 0.0 | 266.0 | 30 |

| Semester 10 - January 2027 to July 2027 | | | | | | | |
|---|--|--------------------|-------------|--------------------|------------|--------------|-----------|
| 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 : Expert | | | 18 | | 18 | 4 |
| 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 | 0.0 | 140.0 | 30 |
| TOTAL YEAR | | 242.0 | 24.0 | 140.0 | 0.0 | 406.0 | 60 |