Bachelor in Luxury Marketing

Bachelor’s Degree in Marketing & Luxury

Combine **creativity, innovation and excellence** with the new **Marketing & Luxury specialisation**. Designed to meet the needs of the local business environment, this programme prepares future professionals to create exceptional brands and products, design unique customer experiences and lead innovative projects.

After **two years of core courses** covering the fundamentals of management, put into practice through **two professional experiences and internships**, the **third year allows students to specialise in Marketing & Luxury**.

Our programme is ranked among the **top Marketing Bachelor’s degrees in France.**

2
Choose your study track: work-study or full-time

6
Months of professional experience

BACHELOR’S DEGREE IN MARKETING & LUXURY – ANNECY AND LYON CAMPUSE

OVERVIEW

The **Marketing & Luxury specialisation** offers a unique approach combining **product marketing**, **branding** and immersion in the world of luxury. It prepares students to design, develop and manage exceptional brands and products by combining **creativity, strategy and innovation**.

Students learn to understand the needs and aspirations of high-end customers, tell a brand’s story in a compelling way and create memorable experiences that exceed expectations. Through a teaching approach based on **real-life projects** and **dedicated digital tools**, they develop practical expertise in designing concept stores, innovating product offerings and mastering the

key challenges of branding and luxury marketing.

Study format: full-time or work-study.

In summary, learn how to:

- Develop a strong and compelling brand identity
- Turn ideas into innovative products
- Understand the codes and trends of the luxury market
- Create and manage immersive concept stores
- Master storytelling, graphic design and legal issues

A practical, action-oriented specialisation for students who want to turn their passion and creativity into **strategic expertise in high-end marketing**.

CAREER OPPORTUNITIES

- Luxury PR Officer
- Brand Manager
- Category Manager
- E-commerce Project Manager
- Web Project Manager
- Luxury Product Manage

Award: 3-year Bachelor's degree (Level 6), recognised by the French Ministry of Higher Education and Research and conferring the French Bachelor's degree (Grade de Licence), "Diplôme d'études supérieures en commerce et management opérationnel", registered with the RNCP under No. 38753 – NSF codes 310/312.

RNCP No. 38753: [view the official certification]

YEAR STRUCTURE

Key Skills

- Create and develop a **strong and distinctive brand identity**
- Develop **innovative concepts** and **immersive customer experiences**
- Understand the **luxury market** and its historical and contemporary developments
- Master **storytelling** and **graphic design** for brands
- Manage **marketing projects** from concept to product, including the management of a concept store
- Understand **consumer and distribution law** and its implications

Core Courses

These courses, shared by all third-year specialisations, enable students to strengthen their **management and business fundamentals** and prepare for either professional integration or further studies at Master's level.

- Strategic Foresight
- Digital Transformation & Corporate Ethics
- Ethical Business & Social Responsibility
- 360° Customer Experience

Specialisation Courses

- **Design & Graphic Elements** – Create visual content and materials aligned with a brand's identity
- **The Art of Storytelling** – Build compelling narratives to engage and retain customers
- **The Luxury Market: From Past to Present** – Understand the codes and evolution of the luxury industry
- **Brand Design** – Develop a consistent and impactful brand identity
- **Innovation: From Idea to Product** – Turn ideas into concrete and marketable concepts
- **Marketing Project** – Apply marketing strategies to real-life projects
- **Creating & Managing a Concept Store** – Design and manage immersive retail spaces
- **Consumer & Distribution Law** – Understand the legal aspects of the market and sales

Industry Minors

The Bachelor's degree gives students the opportunity to explore a **high-potential industry** through an immersive seminar. Available options include:

- Wine & Gastronomy
- Health & Well-being
- Social Business
- Industry & Innovation
- Hospitality
- Creative Industries & Graphic Design
- Outdoor Industry

SUPPORT & GUIDANCE

PEP’S Career Development Programme

50 hours of in-person sessions combining coaching, workshops, business awareness and professional skills development.

PEP’S is a dedicated programme designed to help students transition from a **student mindset to a professional mindset** and develop their own unique professional profile. Led by career consultants, the programme combines practical workshops with interactions with the professional world.

The programme is structured around **three key areas**:

1. **Building a career plan**
   To help students choose their third-year specialisation and make informed career decisions, they explore the business world, its professions and different functions. Each student also takes a **personality assessment**, followed by a coaching workshop to help refine their career goals.
2. **Preparing for professional life**
   After working on their CV and cover letter, students take part in several workshops designed to support their transition into the professional world: **round tables with professionals, dedicated preparation for Solicity, workshops on professional codes and practices, and digital identity management**. The aim is to combine interpersonal skills with professional expertise.
3. **Successfully managing a work-study programme**
   A dedicated module helps students make the most of their work-study experience by developing practical skills such as **time management, prioritisation, stress management and conflict resolution**. The programme addresses their day-to-day challenges and helps them develop into confident professionals.

Because **professional development is at the heart of Esdes’ teaching approach**, the entire programme is recognised as part of the curriculum through the award of **ECTS credits**.

STUDY FORMAT

Choose the Full-Time Study Track

A **6-month internship in France or abroad**.

Choose the Work-Study Track

Schedule: 3 weeks in a company / 1 week at school

Students on a work-study programme receive a **salary**, while tuition fees are covered by the company through the relevant **OPCO** funding scheme.

With a strong network of partner companies and close ties to the local business community, Esdes provides students with a **selection of work-study opportunities** and personalised support throughout their search and placement.

Career support includes:

- Workshops to help students find a company
- Work-study recruitment fair
- Access to work-study opportunities
- Personalised advice and interviews

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ADMISSIONS

REQUIREMENTS

SPECIALIsATION YEAR

The candidate must:

- currently be finishing or have already completed their **second year of a bachelor degree** (equivalent to 120 ECTS)
- have at least a **B2 level of English**: 550 (TOEFL), 5.5 (IELTS) , 785 (TOIEC) or 60-74 (EasySPEAKing) exam

After receiving the application, including supporting documents, the admissions board will review the complete file. Eligible candidates will then be invited for a personal interview by Skype or Teams.

After the interview, the final admission results will be communicated by email.

Applications are evaluated as follows:

Admission	Weighting
Application form	10
Interview	10
TOTAL	20

YEAR 1

Students can join in 1st year and follow two-years within English Track. Once they validated 120 ECTS credits, they can enter the Global Business Development specialization.

The candidate must:

- hold a recognized high school diploma or end of secondary school certificate (Baccalaureate, A levels…)
- be in good academic standing
- have at least a B2 level of English: 550 (TOEFL), 5.5 (IELTS), 785 (TOIEC) or 60-74 (EasySPEAKing) exam

APPLICATION: SUPPORTING DOCUMENTS, 1ST YEAR

Documents required:

- A copy of the student’s passport
- Curriculum Vitae in English
- Cover letter in English
- Official copies of secondary education transcripts in English or French
- Official copies of high school diploma or end of secondary school certificate
- Official English test results (TOEIC, BULATS, TOEFL, IELTS, CAMBRIDGE, EasySPEAKing*) except for native English speakers (English as mother tongue) or candidates who have studied at least two years in a program taught in English (the candidate will have to provide supporting documents)
- Optional: one recommendation letter from a professor or business professional
- Application fee: 50 euros (non-refundable)

*Easy Speaking: realize this official English exam with ESDES. If you wish to pass this test, (50€ fees), please inform us in your application form.

ADDITIONAL SUPPORTING DOCUMENTS, 2ND YEAR

Documents required:

- Official university transcripts, indicating grades and the number of credits achieved

- One recommendation letter from a professor. (Please ensure that all recommendation letters are printed on letter headed paper, and are signed and dated)
- One recommendation letter from a business professional. (Please ensure that all recommendation letters are printed on letter headed paper, and are signed and dated)

ADDITIONAL SUPPORTING DOCUMENTS, 3RD YEAR

- Official university transcripts, indicating grades and the number of credits achieved
- One recommendation letter from a professor. (Please ensure that all recommendation letters are printed on letter headed paper, and are signed and dated)
- One recommendation letter from a business professional. (Please ensure that all recommendation letters are printed on letter headed paper, and are signed and dated)

Fees per year* : See rates.

Early bird: international students from outside the EU, applicants for the 2023 start of the school year – annual preferential rate of 10% applicable subject to receipt of the completed registration file and registration fees paid before February 28

FLYWIRE, POWERFUL GLOBAL PAYMENT NETWORK

Esdes Business School has partnered with Flywire to accept payments from international students worldwide.

You can easily pay your tuition and fees online: Flywire provides a secure global payment network that simplifies paying your fees from your home country and countries around the world.

Payment options can include bank transfers, credit cards, e-wallets and more, typically in your home currency for most countries.

Check out how it works

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A question about this process? Please contact: join@esdes.fr

FAQ : FREQUENTLY ASKED QUESTIONS

Who is the Luxury Marketing Bachelor designed for?

The **Luxury Marketing Bachelor** is designed for students interested in the premium sector, marketing and brand communication. The programme is open to students after completing their

French Baccalauréat or equivalent, as well as students joining through parallel admission after one or two years of higher education. It is particularly suited to creative, detail-oriented students with an interest in **branding, design and customer experience**.

Why choose the Luxury Marketing Bachelor in Annecy?

Studying in **Annecy** means learning in a unique environment, at the heart of a dynamic ecosystem connected to **high-end tourism, sport and premium lifestyle**. The city offers an inspiring setting between the lake and the mountains, fostering creativity and innovation. Its proximity to Switzerland also provides access to an international luxury market. Annecy is particularly well suited to students interested in sectors such as **outdoor, wellness and hospitality**.

Which sectors recruit graduates with a Luxury Marketing Bachelor?

Career opportunities are available in sectors such as **fashion, cosmetics, hospitality, gastronomy and retail**, as well as in the premium sports and outdoor industries, which are particularly well established around Annecy.

Why specialise in Luxury Marketing?

Luxury marketing offers the opportunity to work with **high-value brands**, focusing on differentiation, brand image and customer experience. It is a sector that combines **creativity, high standards and strategic thinking**.

Is this programme suitable for an international career?

Yes. The Luxury Marketing Bachelor offers **international career opportunities**, thanks to the global nature of the luxury industry and its exposure to international markets, including Switzerland.

Why study Luxury Marketing today?

The luxury industry is constantly evolving and offers a wide range of career opportunities in France and internationally. It brings together **creativity, strategy and high standards**, with diverse career paths across branding, marketing, retail and customer experience.

Les avantages de la formation

1 blended learning approach: theory + practice

A multicultural teaching staff

1 industry-focused seminar

Contact us

+33 4 72 32 50 48

9.00 am to 6.00 pm
Monday to Friday
To call the international admission : Whatsapp : +33 6 58 84 52 00

Campus Saint Paul
10, place des Archives - 69002 LYON FRANCE
Subway Perrache (line A)
Tramways T2 & T1

Campus UCLy Alpes Europe
25 rue de la cité - 74000 ANNECY