



Master in Fashion and Luxury Brand Management

In partnership with:



UNIVERSITÀ TELEMATICA
INTERNAZIONALE UNINETTUNO

Awards

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This programme will help you build a successful career in the innovative fashion and retail sectors, showing you how to build a business that inspires customer loyalty in a market that is constantly reinventing itself.

The first semester introduces vital theoretical principles, while the second semester focuses on how these theories work in practice and the situations where they can be applied. In the third semester, you will produce a dissertation and explore the applications of new technologies. The degree will prepare you for a variety of managerial job roles, such as retail management, luxury product development as well as marketing, fashion branding and management and other allied areas.



Key Programme Information

🕒 18 months

🎓 Degree awarded by:
Università Telematica
Internazionale
(UNINETTUNO)

👤 On-campus

📍 Hamburg

💶 International:
€12,600

EU:
€7,450

Next intakes:
October and February

What will you study?

- The programme covers essential concepts of fashion management and luxury product management including retail operations and management.
- You will gain practical perspectives on the application of different concepts and theories related to marketing, branding, logistics, sustainability, innovation and technology management within the fashion and luxury product management sector.
- You will develop problem-solving and decision-making skills, which are vital for successful management in the fashion and luxury product management sector.
- In the final term, you will conduct research and prepare a dissertation on a relevant topic of your choice.
- All students will have the option to learn German.



Why study this programme?

The MA in Fashion and Luxury Brand Management is designed to provide the necessary knowledge and expertise for managers and leaders in industries related to fashion, luxury goods and retailing.

Students earn a distinctive and specialised degree that will enable them to work overseas, in a wide range of job roles within the fashion and luxury product value chain.

You will also join an international community of students, fashion and luxury management professionals and retailing experts around the world, which will give you the opportunity to expand your horizons within your chosen industry or sector. Additionally, you will have the chance to develop your own innovative business venture by applying the knowledge and skills acquired during the programme.

Student Profile

UNINETTUNO features a diverse and inclusive student body, welcoming attendees from all over the world and from various backgrounds. Many students in this programme have a professional background in fashion management and retailing, as well as experience in related sectors such as fashion branding, product management and retail logistics. The programme is open to anyone who meets the minimum eligibility criteria and aspires career in fashion and retail.

In addition, BSBI's blended study mode allows you to fit the course around your schedule, including work and family responsibilities.

You will earn an Italian master's degree with 90 European University Credits (ECTS).

Programme Structure

- Marketing & Luxury Brand Management
- Brand Globalisation
- Visual Merchandising and Creative Design
- Digital Marketing
- Sustainable Fashion Branding
- Fashion Business Management
- Entrepreneurship in Fashion
- Innovative Tactics of Fashion E-Tailing: The Application of New Technology and Its Impact on Supply Chain
- Dissertation + Professional Practice

In addition to face-to-face sessions at the campus, students will also be required to access online resources and contents as per the policy.

Learning Outcomes

The MA in Fashion and Luxury Brand Management aims to enable students to:

- Gain systematic and in-depth knowledge of issues related to luxury retail management within the fashion sector;
- Develop strategic skills required for senior management roles;
- Demonstrate originality in the development and management of luxury and retail management organisations;
- Understand the importance of an ethical approach in fashion retail and luxury management;
- Plan, design and execute a range of activities on an independent and group basis;
- Develop a professional attitude and skills related to individual learning, communication, teamwork, project planning and entrepreneurship.



English Language Requirements



Access the Proof of English Guide:

<https://go.berlinsbi.com/proof-of-english-guide-uninettuno>

Entry Requirements

Minimum Age: 21 years old

Academic Qualifications:

- A three-year bachelor's degree from a recognised institution in a related discipline.
- A high-school certificate.

Applicants with other equivalent qualifications such as a Higher National Diploma (HND) or vocational education are also welcome to apply.

Our experienced team of programme advisors will conduct a preliminary evaluation of your academic credentials and guide you further on the process.



Admissions Process

Applying to study with BSBI has never been easier! Here's how it works:

- Create an account here: start.berlinsbi.com/login
- Select the programme and intake you would like to apply for
- Complete all sections of the online application
- Submit your application
- Our admissions team will guide you with through the next steps

Once you have been accepted, you need to apply for a German student visa as soon as possible. To do this, you must:

- Make an appointment with the German embassy in your country and complete an application form (the administrative fees for this are usually around €60).
- Ensure that you provide all the correct documents to avoid being refused entry into the country. Your visa confirmation will take an average of two to three months, depending on your country.

Please note that the student visa or 'Visum zu Studienwecken' only lasts for three to six months. For more information about the visa requirements visit: <https://www.berlinsbi.com/studying-at-bsbi/for-international-students/visa-and-immigration-information>



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