



Negresco hotel, Promenade des Anglais

# THE BUSINESS OF LUXURY

## COURSE DESCRIPTIONS

MASTER LEVEL

June 23rd - July 4th 2025



EDHEC Business School, Promenade des Anglais

## FACULTY



**Marie-Cécile Cervellon, Ph.D,**

is Full Professor of Marketing at EDHEC Business School with a teaching expertise in brand management, aspirational and luxury marketing. Before joining Edhec, she worked as a marketing manager for major brands in the food and fashion sectors. Her research aims at understanding current trends of consumption such second-hand, local, and ethical consumption, in particular in the perfume, fashion and luxury sectors. It is published in major international journals, such as MIT Sloan Management Review, Journal of Business Research, or International Journal of Research in Marketing. She has co-authored several case studies and a book (Revolutionary Nostalgia). She has been quoted in Newsweek, The Financial Times, and New York Times among other press outlets. Marie-Cécile holds a PhD from McGill University, Montreal, Canada



**Marie-Catherine Mars, Ph.D,**

is Associate Professor of Marketing at EDHEC Business School. Before joining EDHEC, she worked as a marketing manager in the advertising and fashion industry. Her primary research areas revolve around customer experience, alternative consumption practices and marketing innovation. She teaches these subjects for undergraduate and graduate level students. She has received the 2016 AFM/CCMP Best Marketing Case Study award in 2016 and in 2017. She has authored many published case studies (CCMP/ Case Center) and co-authored marketing textbooks. She is an active member of the AFM and NACRA associations.



**Claire Lonvaud**

is Adjunct Professor at Edhec Business School, with more than 15 years of experience in the Fragrance industry. She is currently the Director of Passion Nez, in Grasse, France.



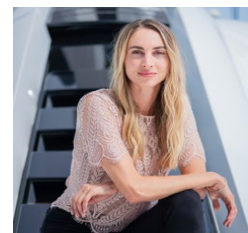
**Joanna Chekroun**

is Adjunct Professor at Edhec Business school, with more than 20 years in the advertising industry. Director of Puzzle Branding, she is an expert in branding strategies, visual identity and packaging for Perfume, Spirits, Champagne & Wine brands.



**Claire Jollain**

is Adjunct Professor at Edhec Business School, Associate Dean at Swiss Hotel Management School and Dean at Hotel Institut Montreux in Switzerland. She is a specialist in Luxury Hotels and Services management.



**Anya Steele**

is a seasoned expert in the yachting industry, specializing in providing exceptional services to ultra-high-net-worth clients. With over a decade of experience in the sector, she has excelled as a crew manager, consultant, and, since 2023, as a client manager at Y.CO in Monaco.

# 25\_SUMMERPROGRAM\_LUXURYMANAGEMENT

<b>DEGREE</b>		<b>LEVEL</b>	Master 2 BM
<b>PROGRAMME</b>	Master Incoming	<b>ACADEMIC YEAR</b>	2024-2025
<b>STUDENT HOURS</b>	18	<b>ECTS</b>	3
<b>SEMESTER</b>	Summer Courses	<b>CAMPUS</b>	Nice
<b>COORDINATOR/EMAIL</b>	Marie-Cécile CERVELLON – <a href="mailto:marie-cecile.cervellon@edhec.edu">marie-cecile.cervellon@edhec.edu</a> Marie-Catherine MARS – <a href="mailto:marie-catherine.mars@edhec.edu">marie-catherine.mars@edhec.edu</a>		

## COURSE OBJECTIVES

The luxury industry is a major aspect of the French economy. The course will provide students with a cultural, historical and economic overview of the industry and will introduce them to the specificities of a luxury strategy, with a focus on the retail strategy and customer experience in stores.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 Demonstrate an understanding of the complexity of the luxury industry

LO2 Analyze a Luxury Strategy using appropriate analytical models and tools and identify the difference between luxury and mass market brand management

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 Engage in critical thinking and problem solving through cases and a marketing audit of a luxury brand

LO4 Demonstrate skill in working collaboratively in achieving shared objectives of a group

## COURSE CONTENT

SESSION	TOPIC
1	<b>Workshop What is Luxury?</b>
2-3	<b>The Luxury Industry: Historical, cultural and economic perspectives</b>
2-3	<b>Teamwork – Sector analysis</b>
5-6	<b>The specificities of a luxury strategy</b>
5-6	<b>Individual work – Online Case study</b>
7-8	<b>Luxury retailing and customer experience</b>
7-8	<b>Teamwork – Brand audit and recommendations</b>
9-10	<b>Luxury retail safari in Cannes</b>

## MAIN TEACHING & LEARNING METHODS

Lectures                      Case Studies                      Class Discussions                      Group Work

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
	Continuous Assessment Group	40 %	Assignment (Prof)	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input checked="" type="checkbox"/> LO4 <input type="checkbox"/> All LO
	Continuous Assessment Individual	60 %	Assignment (Prof)	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO

## REQUIRED READING

Recommended reading: DEJEAN, Joan, The Essence of Style: How the French Invented High Fashion, Fine Food, Chic Cafes, Style, Sophistication, and Glamour, Free Press

KAPFERER, J-N, BASTIEN, V., The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands, Kogan Page

Cases distributed before class: Case Hermes Paris INS508-PDF-ENG; Maison Chopard

# 25\_SUMMERPROGRAM\_PERFUMEMARKETING

<b>DEGREE</b>		<b>LEVEL</b>	Master 2 BM
<b>PROGRAMME</b>	Master Incoming	<b>ACADEMIC YEAR</b>	2024-2025
<b>STUDENT HOURS</b>	15	<b>ECTS</b>	3
<b>SEMESTER</b>	Summer Courses	<b>CAMPUS</b>	Nice
<b>COORDINATOR/EMAIL</b>	Marie-Catherine MARS – <a href="mailto:marie-catherine.mars@edhec.edu">marie-catherine.mars@edhec.edu</a>		
<b>INSTRUCTOR/EMAIL</b>	Claire Lonvaud – <a href="mailto:claire.lonvaud@free.fr">claire.lonvaud@free.fr</a> Joanna Chekroun – <a href="mailto:jocekroun@gmail.com">jocekroun@gmail.com</a>		

## COURSE OBJECTIVES

The Fragrances & Cosmetics sector is one of France's industry flagships. Upon completion of this course, participants will be able to better apprehend the evolution of this industry towards more sustainability and develop a pertinent offering on the market. Two days will be dedicated to visiting the Grasse fragrance ecosystem and industry specialists.

## LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 Demonstrate an understanding of the fragrance sector and value chain

LO2 Understand the development of a perfume and the principles of perfume marketing, including packaging. Participants shall be able to learn how to deconstruct a piece of packaging & be sensitive to the trends emerging in this discipline.

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 Perform a brand audit, and market a new fragrance under supervision.

## PREREQUISITES

Prior understanding of the basic principles of marketing. Good writing and reading skills in English

## COURSE CONTENT

SESSION	TOPIC
1-2	Principles of Perfume Marketing
3-4	Perfume Branding & Packaging - Deconstructing a perfume packaging – Overview of packaging trends
5-6	Grasse Fragrance ecosystem – Company visits
7-8	Visit of Fragonard and Deep dive into Perfume Creation
9	Team presentation – Brand audit & new product development (Perfume sector)
10	Conclusion and Farewell cocktail

## MAIN TEACHING & LEARNING METHODS

Lectures                      Case Studies                      Class Discussions                      Company visits - Grasse

## ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
	Continuous Assessment Individual	100 %	Assignment (Prof)	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO

## REQUIRED READING

Recommended reading: Horoszko, N., Moskowitz, D., & Moskowitz, H. (2018). Understanding the Marketing Exceptionality of Prestige Perfumes. Routledge.

## 25\_SUMMERPROGRAM\_LUXURYHOSPITALITY

<b>DEGREE PROGRAMME</b>	Master Incoming	<b>LEVEL</b>	Master 2 BM
<b>STUDENT HOURS</b>	15	<b>ACADEMIC YEAR</b>	2024-2025
<b>SEMESTER</b>	Summer Courses	<b>ECTS</b>	3
<b>COORDINATOR/EMAIL</b>	Marie-Cécile CERVELLON – <a href="mailto:marie-cecile.cervellon@edhec.edu">marie-cecile.cervellon@edhec.edu</a>	<b>CAMPUS</b>	Nice
<b>INSTRUCTOR/EMAIL</b>	Claire Jollain – <a href="mailto:cjollain@him.ch">cjollain@him.ch</a> Anastasia Steele – <a href="mailto:anvasteele06@gmail.com">anvasteele06@gmail.com</a>		

### COURSE OBJECTIVES

The delivery of luxury services and experiences is booming. This course gives students the keys to understanding, creating and managing value in the luxury services sector, with a focus on the luxury hospitality sector, the yachting sector and the ultra-wealthy clientele. One day will be dedicated to visiting the Monaco Luxury ecosystem and one day to visiting a French vineyard in the region.

### LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)

LO1 Demonstrate an understanding of the luxury hospitality and Yachting sector

LO2 Understand the specificities of servicing the demanding clientele of the Ultra Wealthy

More specifically, participants should be able to (skill- and competency-based outcomes)

LO3 Perform a structured brand audit for hospitality, yachting, or private jet brands under supervision.

### PREREQUISITES

Prior understanding of the basic principles of marketing. Good writing and reading skills in English

### COURSE CONTENT

SESSION	TOPIC
1-2	Principles of Luxury Hotel Management
3-4	Introduction to the yachting sector and servicing the ultrawealthy clients
5-6	Monaco Luxury services ecosystem – Company visits
7-8	Visit of Bellet AOC Vinyards and Deep dive into Luxury Fashion History (Chanel in Nice)
9	Team presentation – Brand Audit (Hospitality and Yacht & Jets sector)
10	Conclusion and Farewell cocktail

### MAIN TEACHING & LEARNING METHODS

Lectures                      Case Studies                      Class Discussions                      Company visits – Monaco

### ASSESSMENT METHODS

	Evaluation Type	% of Grade	Format - Invigilation	Duration	Main Learning Objective Evaluated
	Continuous Assessment Individual	100 %	Assignment (Prof)	Not apply	<input checked="" type="checkbox"/> LO1 <input checked="" type="checkbox"/> LO2 <input checked="" type="checkbox"/> LO3 <input type="checkbox"/> LO4 <input type="checkbox"/> All LO

### REQUIRED READING

Cases will be distributed before class:

Case Negresco Nice goes green CCMP M1883

Case MonteCarlo Wedding, Harvard 517067-PDF-ENG

Case Magelan Boatworks Harvard 917547-PDF-ENG