

LUXURY BRAND MANAGEMENT EXECUTIVE PROGRAM

EXECUTIVE EDUCATION

SHANGHAI, MAY 7, 8, 9 AND 10, 2010
SINGAPORE, OCTOBER 8, 9, 10 AND 11, 2010



MasterCard
Worldwide

The Heart of Commerce™

ESSEEC

BUSINESS SCHOOL
PARIS-SINGAPORE

PROGRAM OBJECTIVES

With the current economic difficulties impacting Asia's affluent consumers, businesses are faced with the task of understanding the needs of this unique customer base and how they behave as consumers.

Recognizing that talented individuals are key to business success in addressing this demanding demographic trend, ESSEC Business School, in association with MasterCard Worldwide, has launched the **MasterCard-ESSEC Luxury Brand Management Program**.

- The collaboration leverages ESSEC's acknowledged strengths in conducting the **world's only luxury brand management MBA program** and also draws on the research that MasterCard has been doing which attests to the rapid expansion of the affluent consumer market in the region.
- This program aims to provide professionals in the luxury retail and service industry with an understanding of current branding, management and consumer trends during a **4-day intensive and hands-on learning experience** of lectures and training.
- The **Chinese luxury market** will be a special focus with a whole day dedicated to the study of its enormous growth.

For the 2010 intakes, MasterCard will offer 15 scholarships per session to the best candidates. A MasterCard-ESSEC academic panel will be instituted to choose the worthy recipients. Course graduates will be awarded internationally-recognized certificates by ESSEC Business School.

Georgette Tan

Vice President Communications
Asia/Pacific, Middle East & Africa
MasterCard Worldwide

Christian Koenig

Director
ESSEC Singapore Campus

Nicole Mies, General Manager Marketing & Customer Loyalty Asia & Pacific, Lufthansa German Airlines

"It was a great opportunity to join the MasterCard-ESSEC Luxury Brand Management program. The course gave a real detailed picture of the luxury brand industry and helped in understanding the key challenges as well as the specifics of the Asian markets and consumers. I thoroughly enjoyed the mix of theoretical and practical lectures, the insights and exchange within the group. Understanding the needs of the industry is highly relevant to my daily work and the program helped to take away some excellent learning and apply to our own brand challenges."

Testimonials:

Andrew Caughey, Managing Director of John Smedley Ltd

"John Smedley Ltd is expanding its distribution of fine gauge knitwear throughout Asia so the opportunity to meet and mix with luxury executives from throughout Asia was very valuable within the framework of learning about luxury brand management. The course has provided me with a much better understanding of luxury brands and the areas we need to build upon to be successful not just in Asia but throughout the world with the added benefit of establishing friendships with other luxury professionals."

June Ngan, Regional Training Manager of Hermès Asia Pacific Ltd

"The MasterCard-ESSEC Luxury Brand Management Executive Program is a must to attend! The Professors were thought provoking and impactful in their delivery... It's a great program facilitated by an outstanding faculty. And a must for future retail luxury leaders!"

Nick Downing, Director of Operations, Ativa Hospitality

"The ESSEC MasterCard Luxury Brand Management program was a great forum to meet like-minded luxury focused professionals from a varied group of industries. The program allowed wide ranging discussion and provided valuable insight how to maximize understanding and effectiveness of branding luxury products and services. Highly recommended!"

Pearl Ong, Chief Financial Officer of Gucci Group Singapore & Malaysia

"I thoroughly enjoyed the 4-day MasterCard-ESSEC Luxury Brand Management Executive Program. It has given me new insights on trends and strategies in our industry. The participants shared experiences and the discussions were relevant and interactive. I definitely recommend this program to my colleagues."



Day 1 & 2

With Professor Simon Nyeck

Facing a slowdown of the market growth, and changes in prestige consumption patterns, the luxury industry needs to find new paths for its growth. Opening new stores, in combination with the reaching of new consumers has led the luxury market to democratize.

Consequently, managing accessibility becomes important for luxury brands. The new challenge is to keep the aspirational aspects of the brand and products alive while allowing more and more accessibility. In this case, the brand conveys the spirit of luxury. This is where the “dream” enters into the equation as the key differentiator.

The objectives of the first two days are:

- Understanding the key challenges and the changing dynamics of luxury business.
- Understanding the essence of a luxury brand and the brand identity (DNA).
- Discussing the different models of luxury brand development.

After discussing the brand DNA, the sessions aim to explain in-depth how luxury brands manage accessibility and the dream factor through time. The participants will develop a theoretical and practical understanding of some essentials of brand management. They understand the impact of various brand concepts and managerial decision-making, applied analytical techniques, major decisions to be taken, and activities to be carried out.

Finally, understanding luxury consumption will allow the participants to integrate it into an efficient emotional branding strategy. How a brand engages consumers on the level of senses and emotions, how a brand comes to life for people and forges a deeper, lasting connection.

The participants will get some related training by discussing recent cases in luxury brand development. In class the cases are partly discussed in groups and in the plenary. When necessary, very short lectures will be given to explain certain concepts and theoretical frameworks or to summarize the learning experience from the cases.

Day 3

With Professor Michel Phan

The objective of the third day is to provide insight to the service dimension of luxury brand management. The objectives of the session include:

- Understanding of the unique challenges involved in managing services in the luxury sector.
- Understanding how “service” can be a competitive advantage for luxury companies.
- Assessment of various components of the “services marketing mix” as well as key issues required in measuring and managing service quality in a luxury market.
- Appreciate the important role of employees and employees’ motivation in service delivery, customer satisfaction and service recovery.

Day 4

With Professor Pierre Xiao Lu

The last day of the program will be dedicated to provide the participants with a detailed picture of Chinese luxury consumers and the practical and successful retailing models in China.

First the discussion will be focused on the fashion and luxury consumer market in China with the following topics:

- Psychological analysis of Chinese luxury consumers.
- Types of Chinese luxury consumers and segmentation.
- Geographic distribution and regional characteristics.

The second half of the day will be focused on how to distribute an international luxury brand in China by examining issues such as:

- Luxury brands retailing models.
- Location management (Shanghai/Beijing/Guangzhou/Hangzhou etc.).

A summary of the main points of the program will also be presented to participants so they can take away some key learning and apply it to their businesses.

Olivier Hui-Bon-Hoa, General Manager of BeThe1 - Asia (Hong Kong - Shanghai - Singapore)

“As a service provider to the luxury industry in Asia in terms, this was an amazing opportunity to have a real access to what the challenges, trends, tools are regarding brand management with experts. I also gained very much from the diversity among the professionals attending this course: diverse by the functions they hold, products or service lines they handle and brands they belong to. The course gave plenty of room for sharing of information, point of views via interactive presentations. The data provided were updated with a good focus about Asia including China.”



R E G I S T R A T I O N

We invite your organization to submit nominations from among your employees, of candidates. Your staff can apply for this scholarship program by logging on to the following link on the ESSEC website at:

www.essec.edu/Mastercard-ESSEC

Program fee: 7200 SGD

Scholarship granted by Mastercard: 4800 SGD

Session 1: Shanghai

Dates: May 7, 8, 9 and 10, 2010

Closing date for application: March 31, 2010

Session 2: Singapore

Dates: October 8, 9, 10 and 11, 2010

Closing date for application: July 30, 2010

CONTACT AND INQUIRIES

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