



DOMUS ACADEMY MILANO



# ***BUILDING A CUSTOMER-CENTRIC EXPERIENCE THROUGH OMNICHANNEL PILLARS***

Academic Master's Programme and Double Award Master's Programme in  
**LUXURY BRAND MANAGEMENT**

FEBRUARY 2023 INTAKE

## INTRO

Luxury goes beyond consumption.

Luxury is the narration around the brand: its heritage, story and excellence.

Luxury brands add value to their products and services by offering deeper meanings and intangible values to their target audience. They work on developing strong point of views, meaningful values, strong emotional connections, through engaging and memorable experiences.

Experience is key success driver for any brand that plays in the luxury segment of diverse industry: Beauty, Lifestyle Accessories, Fashion, Automotive, Hospitality, Spirits and Wine, Design.

## BRIEF

During these past years of the pandemic, luxury brands consolidated their consumer-centric approach. This translates into differentiation of each brand's strategy based on an experience designed around customer needs and expectations.

Candidates are requested to identify a brand operating in the luxury segment. Based on in-depth research and analysis of the latest and actual global luxury industry, candidates should identify a market suitable for the definition of an omnichannel strategy where brand identity can meet the local needs.

Candidates must be intuitive to macro trends, socio-cultural, economic and general consumer trends and behavior, social and technological innovation and consider the brand's DNA.

Following their research and analysis that should lead to the identification of the right market, target audience and touchpoints, candidates are asked to present learnings and insights relevant to their idea to create a strategic and comprehensive communication activities plan and a set of solutions. The plan should leverage key digital and physical touchpoints along the customer journey.

The strategies should reinforce the brand's community, maintain high customer engagement and loyalty among existing customers, and increase awareness among potential new customers.

The balance between feasibility and originality will be considered as a fundamental element of the project.

## AUDIENCE

The competition is open to candidates who have a first-level academic degree and/or strong background and experience in the field of Luxury Brand Management who wish to take their careers to the next level.

Candidates with a background in other related disciplines and wider experience may also participate.

## JURY

Projects will be selected and evaluated by the Faculty of the Programme and the Admission Jury.

## PRIZES

- **5 scholarships** covering from **3,000€** to **7,500€** of the total tuition fee of the Academic Master's Programme.
- **5 scholarships** covering from **3,000€** to **9,000€** of the total tuition fee of the Double Award Master's Programme.

Prizes will be calculated on the standard tuition fee.

Winners will be selected through a merit-based ranking.

## SCHOLARSHIP AMOUNTS

ACADEMIC MASTER'S PROGRAMME:			
3,000€	4,500€	6,000€	7,500€

DOUBLE AWARD MASTER'S PROGRAMME:				
3,000€	4,500€	6,000€	7,500€	9,000€

## REQUIRED MATERIALS

The competition proposal should be presented in a single PDF file format.

Digital project presentation, A4 format, landscape, 300 d.p.i., maximum 10 slides, with the following:

- a selection of relevant data with references and analytical models
- visual research on trends, target customers, and market analysis
- a written description of your proposed strategy supported by visual mockups. The written portion should be 1000 words maximum

**The competition proposal must be accompanied by the following supplemental materials:**

- Portfolio of projects
- Curriculum vitae/resume
- Motivational letter
- Domus Academy Competition Application Form
- Copy of Bachelor's Degree or Academic Diploma (in English) or official certificate of expected graduation issued by your institution if not graduated yet
- Copy of Bachelor's Degree or Academic Diploma's official transcript/mark sheet (in English) or most updated official transcript/mark sheet if not graduated yet
- Copy of passport
- English language certificate
- Documentation regarding further courses or seminars attended (if available)
- 2 reference letters (only for Double Award Master's Programmes candidates)

*Candidates are asked to send their materials in one sole file in PDF format.*

*Any further attached material will be considered a plus and will be evaluated by the Jury.*

## SCHEDULE

The works must be delivered to Domus Academy by and no later than **October 7<sup>th</sup>**.

Candidates will be informed about the results of the competition by e-mail within **November 2<sup>nd</sup>**.

## ENTRY DELIVERY

All the required materials in digital format should be uploaded to this page:

[competition.domusacademy.com](https://www.domusacademy.com/competition)

An e-mail of confirmation will be sent to candidates within 48 hours from the receipt of their materials.

In case candidates do not receive any confirmation, they have to write to: [competitions@domusacademy.it](mailto:competitions@domusacademy.it)

## PROGRAMME DESCRIPTION

Today's luxury and fashion brands require a new breed of managers who are skilled at leading marketing, business, and creative initiatives. In the Master's Programme in Luxury Brand Management, students will gain a global perspective on the luxury sector, develop fundamental marketing and branding skills, and cultivate the ability to dialog with designers and other industry professionals.

The Master's Programme approaches the luxury and fashion industry in a transversal way, extending from traditional personal goods and services to more experiential luxury categories such as hospitality, art, and lifestyle. Throughout the Master's Programme, students will work in close collaboration with leading luxury and fashion experts and with some of the most prestigious Italian and international luxury companies and institutions.

## ELIGIBILITY

Candidates already holding a first-level Academic Diploma or Bachelor's Degree, or who are about to graduate within the Master's Programme beginning, and, in any case, within the Academic Year 2022 - 2023 (prior check with Admission Office).

Bachelor's Degree or Academic Diploma not lower than 2:2 (British undergraduate degree classification) for Double Award Master's Programmes candidates.

Students holding a Bachelor Degree lower than 2:2 will be asked to take an admission interview and they must prove also one year of professional experience.

English language requirement:

- IELTS 5.0 for Academic Master's Programmes
- IELTS 5.5 both overall and in every single part for Double Award Master's Programmes

Participants not holding the official entry requirements may be evaluated for the Diploma Programme and, at the end of the course, will receive a Domus Academy Diploma, prior check with Admissions office before applying.

Please write to: [competitions@domusacademy.it](mailto:competitions@domusacademy.it)

## GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship will be transferred to the next candidate on the list.
- Selected candidates accept that part of their work can be published on Websites and/or Social Media channel.

