

Istituto dei Mestieri d'Eccellenza LVMH and Ca' Foscari University of Venice

# MASTER'S IN LUXURY, CLIENT ADVISOR AND STORE MANAGEMENT

## 1st LEVEL – EDITION VI

### A/Y 2023-2024

#### Presentation

The Master's Programme in Luxury, Client Advisor and Store Management, conceived with the collaboration of Istituto dei Mestieri d'Eccellenza LVMH (ME Institut), offers a unique opportunity to specialise in the luxury products sales sector. A shrewd combination of Ca' Foscari's academic research and the know-how of top professionals in the luxury sector, the course enables participants to acquire a dual preparation, alternating theory and practice and including an internship in a boutique of one of the LVMH group companies partnered with ME Institute: Bulgari, Christian Dior, DFS, Fendi, Loro Piana, Louis Vuitton and Sephora.

The classroom lessons, entirely in English, adopt an innovative method, alternating lecturers from Ca' Foscari University of Venice and professionals from the LVMH group companies. Ample space will be given to a theoretical examination of the themes of luxury selling

(in fashion products, leather goods, clocks and watches, jewels, perfumes, cosmetics or selective distribution) and with the addition of lessons in Mandarin Chinese for business use. There will be numerous innovative didactic activities, from team working to learning-by-doing, mystery shopping and role-playing games, workshops and store visits.

There will also be ME Institut Master Classes, oriented towards excellence at the service of selling luxury products, with boutique visits and exchanges with fashion house professionals to discover the culture of luxury, observe the atelier experience and construct a unique experience with the customer.

The course is wholly funded by ME Institut LVMH and the companies of the LVMH group.

## Objectives

The objective of the program is to offer participants professional knowledge and skills related to the selling of luxury and high-end goods, including soft skills such as teamwork, personal communication, problem solving skills; these skills are built on a solid corporate economic foundation with a focus on client relationship and sales activities.

In particular, the Master's aims to provide solid professional skills to become Client Advisor and manager of the customer experience in the luxury sector with an exclusive profile able to:

- Present the luxury brand and product universe to clients
- Conclude a sale and promote the loyalty of a demanding international clientèle
- Contribute to high performance sales results
- Acquire cross-selling and up-selling techniques
- Create a unique, unforgettable experience for clients
- Access career opportunities in retail
- Improve their English and Italian and learn the bases of Mandarin Chinese for business use.

## SYLLABUS

### Business management

Objective: to introduce the fundamentals of business management, business culture, organizational design and human resource management, and the supply network to students lacking basic management skills. To present and discuss the concepts of the industrial sector, market concentration and competitive analysis. To explain these concepts' application to the luxury retail industry and impact on the Client Advisor role.

- Management and business culture
- Organizational design and HRM
- Business networks and supply management-competitive analysis
- Industry analysis: high-end and luxury market

*Course hours: 51*

### Marketing

**Objective:** to define marketing and identify the diverse factors that influence marketing actions, to explain how marketing analyses and satisfies consumer expectations. To present and discuss how to manage market relationships, including in an international and multicultural context. To explain the main strategic marketing choices and use of marketing tools in both classic and digital economy contexts. To measure performance in relation to marketing choices.

- Creating value through marketing
- Principles of marketing
- Brand management
- Consumer behaviour
- Communication, social media and digital marketing
- Distribution and retailing
- Pricing

*Course hours: 45*

### Retail management

**Objective:** to identify retailers in terms of the utilities they provide. To position the different retail strategies and types, to specify the retail mix actions. To explain changes in retailing and the shift from customer service to customer experience.

- Omnichannel and distribution and mystery client research
- Shop atmosphere
- Retail management in luxury industry, merchandising, display and layout
- Customer experience

*Course hours: 39*

### Personal selling and sales management

**Objective:** to discuss the nature and scope of personal selling and sales management. To identify the characteristics of personal selling in luxury and high-end industries. To explain the stages in the personal selling process and describe the main functions of sales management.

- Sales management
- Personal selling in luxury and high-end markets
- The organization of the selling process

*Course hours: 24*

### ME Institute Master classes and fashion house lectures

**Objective:** to analyse and study the luxury and high-end products heritage, quality, the production process and expertise. The course calendar will be enriched by lectures by experts and professionals from LVMH group companies and by participation in the Master's by ME Institut in collaboration with the fashion houses of the LVMH group, with educational visits and focused meetings.

*Course hours: 64*

## Chinese Language

Objective: to give students language skills for use in personal selling and customer relations.

Course hours: 33

## Duration and academic credits (CFUs)

The Master's has a duration of one year and consists of:

- **510 hours of coursework**
- **840 hours of internship**
- **1500 total hours of study**, including individual study and preparation of a final thesis
- **60 CFUs** awarded

## Qualification issued

Students who attend didactic activities, complete the internship and pass any intermediate and final examinations will be awarded a 1st Level Master's degree in Luxury, Client Advisor and Store Management.

## Course period

February 2024 – December 2024

## Course calendar

Mondays, Tuesdays and Wednesdays full time\*, in addition to any further lectures necessary for reconciliation with the schedules of LVMG group companies.

*\* The course calendar will be sent to each candidate before the deadline for completing enrolment.*

## Teaching method

Blended

## Language

English

## Attendance

Attendance is compulsory for 85% of total hours and will be monitored by the Master's staff. Award of the degree is conditional on completion of activities, including any intermediate examinations, internship/project work and final examination.

## Course location

Ca' Foscari Challenge School  
Via della Libertà 12, 30175 Venezia (Parco Vega)

## Admission requirements

### FIRST LEVEL

- / Pre-reform undergraduate degree/diploma
- / First-cycle or second-cycle undergraduate degree
- / Equivalent foreign university qualification, subject to approval from the Teachers' Board

## Selection procedure

The selection procedure consists of two steps. The preliminary candidate evaluation phase, handled by the Gi Group Spa, Agenzia per il Lavoro (Aut. Min. 26/11/04 Prot. N. 1101-SG) and our reference partner, will be based on analysis of CVs, with phone and/or video interviews solely for candidates deemed qualified on the basis of their CVs.

The second step involves physical-presence meetings and roleplay with HR personnel from the fashion houses of the LVMH group (Date, time and location will be provided by e-mail with appropriate advance notice.)

Within the framework of the selection, the evaluation criteria will be: academic qualification, experience, English language proficiency level, knowledge relating to the field of the Master's programme and motivation.

## Candidate evaluation phase

Gi Group Spa will be responsible for processing and selecting candidates. It will also act as data controller following registration via the portal for candidacy and applications.

To participate in the preliminary curriculum evaluation phase, candidates must submit their applications directly to this link <https://www.gigroup.it/master-luxury-client-advisor>, following the procedure set out below:

- Connect to the address <https://www.gigroup.it/master-luxury-client-advisor>
- Enter your e-mail address:
  - users who are already registered with myGiGroup will be asked to enter their passwords and attach an up-to-date CV (recommended to keep information current)

- users who are not already registered will be asked to attach their CVs or enter their details manually, view the privacy statement and agree or refuse to grant optional consent.

Only candidates who pass the initial phase of the selection process carried out by Gi Group Spa will be invited to participate in the subsequent phases of physical-presence selections at Ca' Foscari Challenge School. These candidates will be contacted by Ca' Foscari Challenge School and will be able to submit their admission applications through the UNIVE portal (under article 3 of the University's Call for Applications) in order to take part in the physical-presence selections. Only those who have submitted the application for admission within the deadlines will be able to access the last phase of the selections.

### Admission application

Candidates must fill in the on-line admission application, the details of which are defined under article 3 of the University's Call for Applications.

Only applications accompanied by all the required documentation will be considered. The Call for Applications and relative attachments can be downloaded from the Master's web profile.

### Graduate eligibility

Students about to graduate may also be admitted, provided they qualify within one month from the start of the course. In this case, the enrolment in the Master's may only be finalised after the valid qualification for admission has been awarded.

### Course fees:

ME Institut LVMH and LVMH group companies will cover the entire course fees of € 6,000 for the selected participants.

Participants will only be required to pay the duty stamp of € 16.

### Enrolment

PRESENTATION OF CANDIDACY ON THE GI GROUP PORTAL

**by 12/01/2024**

GI GROUP SELECTION RESULTS

**by 19/01/2024**

ADMISSION APPLICATION SUBMISSION (online procedure, Call for Applications, art. 3)

**by 26/01/2024**

SELECTION INTERVIEWS



## Challenge School of Management

**6 and 7 February 2024**

**SELECTION RESULT ANNOUNCEMENT**

**16/02/2024**

**ENROLMENT COMPLETION (online procedure, Call for Applications, art. 6)**

**20/02/2024**

**Start of didactic programme: 26/02/2024**

### Director

Prof. Tiziano Vescovi

### For information

For general information concerning the Master's Programme, enrolment procedures, access methods and internships, please contact the programme's project manager.

#### **Master's Programme Project Manager**

Silvia Rancan

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#### **Master's Programme Tutor**

e-mail: [tutor.masterluxury@unive.it](mailto:tutor.masterluxury@unive.it)

**Ca' Foscari Challenge School - Administration Office, from 9 AM to 1 PM**

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