

GLION

Executive

MASTER'S
IN LUXURY MANAGEMENT
AND GUEST EXPERIENCE

DISTANCE LEARNING
SPRING & FALL 2024 INTAKES

Immerse yourself in luxury

DO YOU HAVE A PASSION FOR LUXURY?

ARE YOU BUILDING A CAREER IN 5-STAR HOSPITALITY,
LUXURY GOODS, PRIVATE TRAVEL, OR ANOTHER
PART OF THIS VIBRANT INDUSTRY?

PERHAPS YOU ARE LOOKING TO MAKE THE
SWITCH INTO LUXURY?

With at least five years of managerial experience on your CV, now is the time to take your career to the next level. This Executive Master's is purpose-designed to help you get there – with fully flexible study that means there's no need to give up your current role.

In the company of our specialist faculty and hand-picked Visiting Lecturers, you will explore the latest industry trends; dive deeply into digital marketing and omnichannel; learn how to construct and implement sustainable luxury strategies; and discover the secrets to delivering excellence in guest experience.



Why choose this Executive Master's?



The academic content is carefully designed to meet the evolving demands placed on an industry leader; with a focus on business-critical areas such as digital transformation, sustainability and understanding customer behavior.



The flexible study plan lets you learn at a pace that's comfortable, and which you can balance with the demands of your professional role.



You will be taught by a hand-picked faculty comprised of senior industry professionals and acknowledged experts in their chosen fields. Within each taught module, you will also receive two hours of individual coaching from a professional executive coach.



You will have opportunities to connect and network with an executive-level peer group while you study; then after graduation you will join an international Glion alumni community almost 16,000 strong.



Program highlights

Part-time program featuring 12 months* of distance learning, with an average of 14-18 hours' study per week.

Four leadership-focused distance learning modules of 12 weeks' duration each.

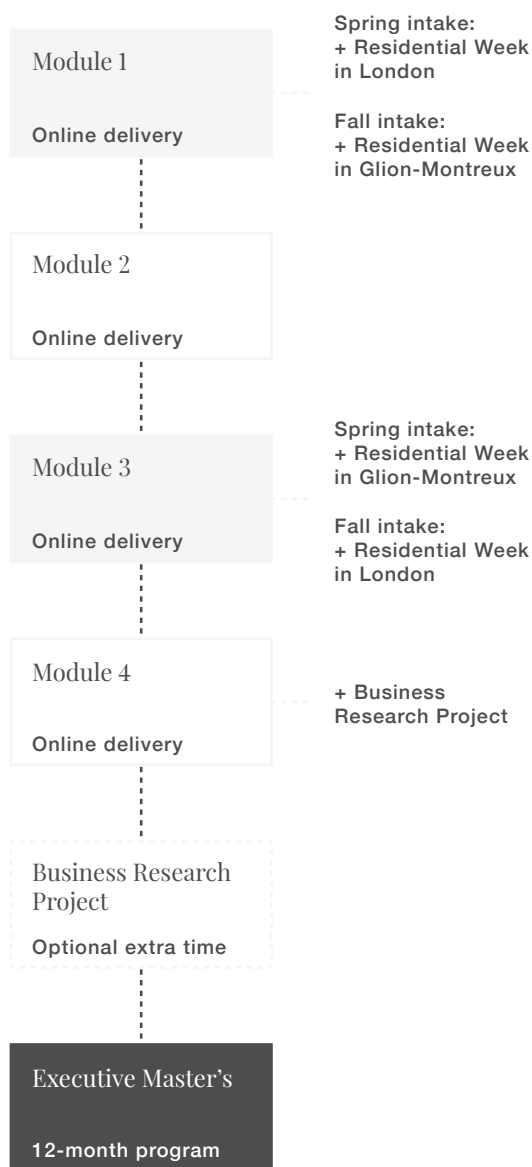
Business Research Project based on a real-world commercial challenge.

Two on-campus residential weeks, one in Switzerland and one in the UK, featuring face-to-face classes, workshops and discovery field trips.

Earn an internationally accredited Master's degree worth 30 US credits.



Your study pathway



How your typical study week will look (based on 14-18 hours study)



Live Connect sessions

In each online module there are five to six Live Connect sessions of two hours' duration, which are duplicated to cover different time zones. These sessions are virtual classes with faculty, enabling you to ask questions, interact with classmates and deliver presentations.

Program entry requirements

MINIMUM AGE

27 years old at the start of the program.

EDUCATION

University degree in any discipline. A specialized diploma in luxury or hospitality will also be considered.

PROFESSIONAL EXPERIENCE

Demonstrated leadership potential. Ideal candidates will have at least five years' experience at managerial level.

ENGLISH LANGUAGE ENTRY REQUIREMENTS

You must be proficient in English. If English is not your first language, or if you have not spent the last two years working in a company where English is the primary language, we can provide you with a bespoke English test; or alternatively you can send us a copy of one of the following:

- International English Language Test (IELTS): 6.0 overall
- Test of English as a Foreign Language (TOEFL): Internet-based 80 or paper based 550
- First Cambridge Exam: Grade A
- Cambridge Advanced Exam: Grade C
- Your English level will also be assessed during the interview process.

Academic content

Exploring New Luxury Ecosystems

COURSES

- *Business Trends in Luxury*
- *High Gastronomy and Fine Dining*
- *Building the New Sustainable Luxury*
- *Intercultural Leadership, Inclusion and Diversity*
- *Luxury Markets, Enterprises and Culture*

ADDITIONAL HIGHLIGHTS

- *Residential Week on Glion campus, Switzerland*
- *Masterclass in "Ultra luxury experiences"*

Branding in the Digital World

COURSES

- *Building Brand Equity*
- *Omnichannel Sales Strategy in Luxury Industries*
- *Digital Transformation and Data Analytics*
- *Digital Marketing and Communication in the Luxury Industry*
- *Blockchain and Luxury Digital Products and Experiences*

ADDITIONAL HIGHLIGHTS

- *Masterclass in "Branding (iconic)"*
- *Masterclass in "Omnichannel sales"*

Delivering Excellence in Guest Experiences

COURSES

- *Service Culture and Operational Excellence*
- *Impactful Design and Architecture*
- *Retail and Physical Distribution Channels*
- *Experiential Economics*
- *Behavioral Foundations of Guest Experience*

ADDITIONAL HIGHLIGHTS

- *Residential Week on London campus, United Kingdom*
- *Workshop "Design thinking"*
- *Masterclass in "Behavioral sciences"*

Implementing a Sustainable Luxury Strategy

COURSES

- *Strategic Management for Luxury Brands*
- *Talent Development in the Luxury Business*
- *Corporate Finance and Value Creation*
- *Sustainable Business Models*

ADDITIONAL HIGHLIGHTS

- *Masterclass in "Strategic Sustainable Investments and Investors"*

Business Research Project

OVERVIEW

- *Based on a real-world commercial challenge*
- *Develop, analyze, and synthesize a business problem*
- *Present recommendations to management*

Tuition & other fees

VALID FOR STUDENTS STARTING IN 2024

COMPULSORY EXPENSES

Tuition fees
32,000 CHF

Two Residential Weeks*
4,000 CHF

*2,000 CHF per week which includes: workshops, business field visits and lunch. Accommodation, breakfast, dinner and travel expenses to and from campus are excluded.



View the digital brochure to learn more



Watch the program video

Glion reserves the right to review and modify the fees and Terms and Conditions at any time and without prior notice. Full Terms and Conditions can be found in the digital brochure.

Learn from our experts

These are just some of the industry experts who will be sharing their expertise and insights via selected courses.

DIGITAL DISTRIBUTION CHANNELS AND DIGITAL MARKETING

TIZIANA TINI

Tiziana is a specialist digital communication and digital marketing consultant, with a strong track record in luxury. After almost five years as a Professor at Grenoble Ecole de Management, she joined Glion in 2019, bringing with her direct industry experience which includes roles at Salvatore Ferragamo, Max Mara Fashion Group and Cacharel.



Learn more on LinkedIn

TALENT DEVELOPMENT IN THE LUXURY BUSINESS

CECILIA PEVERELLI

As a Visiting Lecturer to Glion, Cecilia is presently HRD Commercial & Growth at YOOX NET-A-PORTER GROUP. Her previous experience includes seven-and-a-half years with Louis Vuitton, where she was HR Director Italy before taking the role of HR Development Director EMEA.



Learn more on LinkedIn

SERVICE CULTURE AND OPERATIONAL EXCELLENCE

DR. ESTELLE DINH

Dr. Dinh's specializations include new business development, client relationship management, and global public relations, with a particular interest and expertise in luxury branding and marketing strategy, luxury service design, luxury attitude, and luxury etiquette.



Learn more on LinkedIn

DIGITAL TRANSFORMATION AND DATA ANALYTICS

MATTHIEU TRAN-VAN

Matthieu has more than 15 years' experience in digital marketing. He began his career as an entrepreneur, growing an e-commerce agency, then served as a director and board member of a fast growing startup in the MarTech industry before spending a decade at Google. He is one of France's Top 30 Key Opinion Leaders in Marketing.



Learn more on LinkedIn

BLOCKCHAIN AND LUXURY DIGITAL PRODUCTS AND EXPERIENCES

ANDRI RABETANETY

Having been Project Lead on blockchain tokenization for real estate assets, Andri brings real-world insights on this fast-growing technology. Currently Fund Advisory Manager for the international consultancy Altus Group, he delights in sharing his passion during Master's courses, executive training and at conferences.



Learn more on LinkedIn



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