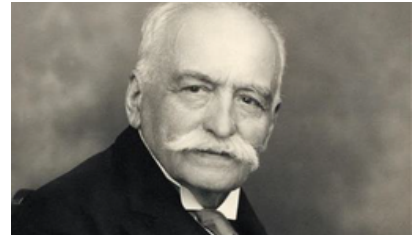


Specialized Bachelor in Luxury Marketing

Do you have a career plan ?

- ✓ You want to pursue a career in the Luxury sector?
- ✓ Do exceptional brands inspire you?
- ✓ Do you want a career in high-end product marketing that does not know the crisis?
- ✓ Do you dream of becoming a luxury project manager, brand manager, product manager, major brand sales manager, merchandising manager, business events organizer, deputy luxury boutique manager, or boutique director, press officer, consultant or others?
- ✓ This training, the first in Mauritius, is for you.



The assets of this program

- ✓ Unique European quality training in Mauritius.
- ✓ The objective of the program is to train professionals in the codes of luxury, high-end sales techniques as well as marketing and communication skills specific to this sector.
- ✓ Academic legitimacy (French state diploma) and professional legitimacy (support from the global network of Escoffiers)
- ✓ Complete training: Technical, non-technical and managerial strengthening employability and entrepreneurship
- ✓ Training delivered jointly by ESG Luxe (Paris) of the Galileo Global Education group, France's number 1 private higher education institution, and Institut Escoffier (Mauritius).

ESGLUXE

The skills developed by this Specialized Bachelor's Degree

The success of a luxury product marketing director or brand ambassador depends on an arsenal of skills. The technical, relational and managerial skills allow the professional to develop the agility of a professional by adapting to a changing universe.



Program's Content

- ✓ During the first two years of training, candidates will work on the following topics:
 - ✓ Professional techniques (marketing, hospitality, accommodation, culinary engineering, luxury, customer relations, catering, beverage knowledge, tourism and professional communication)
 - ✓ Applied sciences
 - ✓ Management techniques and resources (marketing, accounting, finance, practical work)
 - ✓ Economic and legal environment (economics, law and human resources management)
 - ✓ Languages
- ✓ In the third year, students will tackle fashion marketing, marketing applied to luxury digital retailing, 360 strategy and communication, the art of service, event management and leadership.



Modern Training Infrastructure



- ✓ The Institut Escoffier is located in Saint Pierre, Moka, the heart of Mauritius
- ✓ Infrastructure of more than 1500 square meters at the initial stage
- ✓ The technical platform includes a cooking laboratory, pastry / bakery, mixology / café, a reception counter, master class, and an application restaurant...

ACCESS AND DURATION OF TRAINING

- ✓ Duration of the training: 3 years
- ✓ Access to training: Bachelor's Degree / Higher School Certificate / C.C.P S.T.H.R / Equivalent certificate validated, without upgrade, file and interview
- ✓ Admission: October and April
- ✓ Pre-registration closing date: October 15th and April 15th

WHAT TO DO AFTER THE TRAINING?

- ✓ Cette formation professionnalisante favorise l'insertion sociale et professionnelle à travers l'accès à l'emploi et / ou l'entrepreneuriat
- ✓ Les détenteurs de ce bachelor spécialisé peuvent poursuivre leur spécialisation en intégrant le Master en Business Administration de Management et Marketing du Luxe de MBA ESG en partenariat avec l'Institut Escoffier. ✓ This professional training promotes social and professional integration through access to employment and / or entrepreneurship
- ✓ Holders of this specialized bachelor's degree can continue their specialization by integrating the Master's Degree in Business Administration of Luxury Management and Marketing of MBA ESG in partnership with Institut Escoffier.