

Shanghai University - MOD'ART International Institute of Fashion and Arts

Program Description

上海大学巴黎国际时装艺术学院

课程简介

1. 专业 Major

奢侈品营销与管理 Luxury Marketing and Management (MAM)

2. 学制 Educational System

3 年全日制 3 years full-time undergraduate program

3. 教学目标 Training Objectives

该专业旨在让学生了解推动奢侈品行业发展的概念。当今的奢侈品领域包括时尚领域、高级餐厅、奢侈品香水和奢侈酒店等，学生将通过案例学习、课堂讲演、项目设计或实地调研等方式，了解达到卓越的要点、国际市场的行为机制以及奢侈品牌成功的关键因素，理解并能够运用建立奢侈品品牌的原理和理论。

This major is intended to acquire the specific concepts that drive the Luxury industry.

Through this major, students will understand the principles and theories of the strongest luxury brands on the market today, in various sectors of luxury such as Fine Dining, Luxury Perfumes or Luxury Hospitality. Through case studies, demonstrations, projects and field trips students will understand the codes of excellence and performance of this international market and learn the key factors of success in Luxury brands.

4. 能力培养目标 Training Specifications

社交能力:

流利地与他人交流和沟通想法,能捍卫自己的观点并倾听别人的意见,有较广的知识面。

专业能力:

软件的使用(管理类,平面设计和编辑),团队合作和工作量管理,关注细节,公开演讲能力。

方法能力:

搜索、组织和使用的数据，进行专业的分析并呈现结果的能力。

Social Ability:

Easy to exchange and communicate ideas, capacity to defend an opinion and to listen to others' points of view, strong general knowledge.

Professional Ability:

Software programs (administration, graphic design and edition), teamwork and workload management, attention to detail, public speaking.

Methodology Ability:

Data searching, organization and use of data, professional analysis and presentation of results.

5. 毕业条件 Graduation Requirement

学生必须以小组和/或个人的形式汇报不同的项目，它们必须符合本专业的标准。学生将接受在整个学期中的持续考核和/或期末考试的方式评估。

Students will have to present various projects in groups and / or individually that will fit the standards of the major. Students will be evaluated continuously throughout the semester and / or through a final exam.

6. 教学大纲 Course Description

课程 Course	课程类型 Course Type	教学内容/目标 Teaching Contents /Objectives
英语 1-6 English I-VI	基础课 Foundation	培养表达能力，尤其是商务环境的英语口语能力。 This course trains students' proficiency in oral English and introduces vocabulary of specific fashion terms.
法语 1-6 French I-VI	基础课 Foundation	初步了解法国社会、文化、历史、人文等基本状况。 Students will learn basic French language in this course and to get familiar with French society, culture, history, or customs.
商务文案 1-2 Business Writing I-II	基础课 Foundation	学习商务活动中所需要的文案类型及写作方法。 This course is designed to teach students the variety and techniques of copywriting in commercial activities.
计算机文化 1-2 Computer I-II	基础课 Foundation	掌握 Windows 常用操作系统的基本操作方法，学会使用 Word、Excel 和 PowerPoint 等应用软件对文档、表格、演示文稿进行制作与处理。 Students are required to grasp basic operation of Windows system, to make and manage documents, forms, and PPTs with Microsoft Office.
经济学 Economics	专业基础课 Foundation for Core Course	掌握西方经济学基本理论、知识，并能用这些理论和知识分析、处理现实经济生活中的问题。 Students are required to command basic theory and knowledge of Western Economics and analyze and work with practical problems in economic life.
视觉创意 Visual Creativity	专业基础课 Foundation for Core Course	培养学生的审美能力和时尚敏锐度。 This course is designed to cultivate students' ability of appreciation and sensitivity on fashion and visual communication.

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国际营销 International Marketing	专业基础课 Foundation for Core Course	学习营销策略的基础知识，区别不同领域所使用的不同营销方法。 The course is based on the basics of marketing strategy. Students will be able to understand and use different marketing tools.
国际时尚 International Fashion	专业基础课 Foundation for Core Course	基于四大时尚之都，紧跟时尚潮流，分析流行趋势，研究行业现状。 A global perspective of fashion through the four main fashion capitals: Paris, Milan, London and New York. This course covers an in depth analysis of influential designers, historical trends in fashion, and different levels within the fashion industry.
会计学 1-2 Accounting I-II	专业基础课 Foundation for Core Course	了解企业账务处理程序，熟练掌握和运用各种会计核算方法。 Through this course, students will be able to comprehend basic theories, approaches and techniques of accounting.
艺术欣赏 1-2 Art Appreciation I-II	专业基础课 Foundation for Core Course	了解中、西方美术史发展概况、艺术的文化内涵等。 The history of both Chinese and Western art is taught in this course, mainly focusing on understanding and analyzing classical art works and main art trends and schools.
摄影 Photography	专业基础课 Foundation for Core Course	了解摄影的基本理论和基本技能、摄影的设计功能性及其在传播中的作用。 Students are required to know basic theory and techniques of photography through this course, which could help students to comprehend the function of photography in design and communication.
管理学 Management	专业基础课 Foundation for Core Course	初步掌握管理学的基本概念、管理思想和管理的基本职能及应用方法，具备一定的环境分析、组织、设计、沟通协调等能力。 Through this course, students will be able to understand fundamental concepts, functions and methods of application of management. Students will develop the ability of environmental analysis, organizing, design, communication and coordination.

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图像捕捉与处理 Graphic Foundation	专业基础课 Foundation for Core Course	学习 PS, AI 等图形图像软件, 能够完成不同类型图片效果的制作。 The objective of this course is to teach students the basic theories of graphic design, and how to use major CAD software such as PS and AI.
广告学 Advertising	专业基础课 Foundation for Core Course	学习构思、发展和执行多渠道广告宣传的关键因素, 分析和理解主流品牌的策略。 Students will learn through this theoretical and practical course the key elements to conceive, develop and implement multi-channels advertising campaign. They will be able to analyze and understand the strategies of major brands.
品牌营销策略 Branding Strategy	专业基础课 Foundation for Core Course	掌握发展和区别市面上一个品牌的方法, 能够建立和管理品牌标识。 Students will learn through this theoretical and practical course the methods to develop a brand and differentiate it on its market. They will be able to build and manage brand identity.
公司理财 Corporate Finance	专业基础课 Foundation for Core Course	从宏观和微观的角度全面认识企业财务, 掌握财务学的基本原理。 Through this course, students will learn how to understand corporate finance from both macro and micro perspective, and to command basic theories of finance.
人力资源管理与企业文化 HR Management	专业基础课 Foundation for Core Course	树立现代人力资源观念, 全面认识人力资源规划、工作岗位分析、招聘与流动、绩效考评等的原理和方法。Through this course, students will be able to use and form modern HR concepts, compile procedures of recruitment plan and implement it, know the principles and approaches on how to plan effective employee training, and the principles and approaches of salary and accounting management and KPI system.
经济合同法 Contract Laws	专业基础课 Foundation for Core Course	了解经济法律关系的构成要素以及独资企业、合伙企业、公司等市场主体的特征等。 Through this course, students will understand contents including: components of economic legal relationships, characteristics of sole propriety, joint venture enterprise, corporate and market.

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税法 Tax Laws	专业基础课 Foundation for Core Course	了解税收法律制度基础和税收征收管理法律制度，理解并掌握各种税收法律制度的主要内容。 Through this course, students will learn legal and systematical foundation of tax, legal system of tax collection and management, and understand the main basis of various tax legal systems.
品牌标识设计 VI Design	专业基础课 Foundation for Core Course	了解 VI（视觉识别系统）对企业形象建立的重要性，并掌握 VI 设计具体操作中的基本步骤及基本的设计方法。 Through this course, students will understand the importance of VI (Visual Identity) for the image of a company, and be able to command fundamental process and methods to conceive and implement VI designs.
个人理财 Personal Finance	专业基础课 Foundation for Core Course	掌握投资理财基本理论与专业知识，熟悉理财的基本工具。 Through this course, students will learn the basic theory and professional knowledge of investment and finance. They will also learn how to use and manage basic financial tools.
进出口实务 Import/Export	专业基础课 Foundation for Core Course	介绍进出口贸易实务中的各项交易条件、合同的商订与履行、结算单据的制作等。 Through this course, students will be introduced to the essentials of: trading terms of import and export trade, negotiation, conclusion and performance of contract, making documents of settlement, customs declaration practice, etc.
消费心理学 Consumer's Psychology	专业基础课 Foundation for Core Course	掌握影响消费者心理的外界与内部因素，应用消费心理学的理论和方法分析实际生活中消费心理和行为。 Through this course, students will be introduced to professional theory of consumer's psychology. They will understand both internal and external factors influencing consumer's psychology, learn how to analyze and develop studying theories and methods of consumer's psychology.
商务谈判技巧 Business Negotiation Techniques	专业基础课 Foundation for Core Course	了解谈判的模式、过程、影响谈判的因素，掌握谈判的技巧、应付局面的谋略及处理随时发生的谈判的能力。 Through this course, students will understand the mode and process of negotiation, and the factors that affect negotiation. Students will learn techniques of negotiation, strategies to cope with various situations, and conduct efficient negotiation at any time.

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公共关系学 Public Relations	专业基础课 Foundation for Core Course	了解和掌握公共关系学的基本知识、理论、案例和实务操作技巧。 Through this course, students will understand the foundation and theories, of Public Relations, and through case studies learn and apply practical techniques and the latest innovations in this field of communication.
市场调查 Market Research	专业基础课 Foundation for Core Course	掌握市场调查问卷和市场调查方案的设计以及市场调查的各种方法。 Through this course, students will understand the concepts of market research. They will learn the main methods of investigation, how to design market research questionnaires and plans, and how to use other methods of research.
国际金融 International Finance	专业基础课 Foundation for Core Course	掌握国际货币体系和国际金融机构的基本概念，培养学生掌握观察和分析国内、国际金融市场的能力。 Through this course, students will learn how to observe domestic and international crucial finance issues. They will develop their ability to solve practical international finance problems through comprehensively utilizing theories of international finance.
会展策划 Exhibition Plan	专业基础课 Foundation for Core Course	理解会展策划、营销和管理的基本概念，学会依据市场环境和可利用资源创造性地开展展览活动。 Through this course, students will learn how to use the main methods of exhibition planning. They will learn how to plan exhibition innovatively, making use of available resources and according to market environment's trends or public expectations.
冲突与危机管理 Conflict & Crisis Management	专业基础课 Foundation for Core Course	掌握各种危机的基本处理方法，建立具有超前意识的企业危机管理体系。 Through this course, students will be able to command basic processing methods, solve various crisis management issues, and conceive and implement look-ahead crisis management system.
个性化品牌推广 Personal Branding	专业基础课 Foundation for Core Course	学会把自己投入到职业生活中，发现自身的财富并发挥最大价值。 Students will learn through this course the behaviour and tools to insert themselves in the professional life. They will be able to have a better understanding of their value as professional individuals and differentiate themselves in the professional world.

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奢侈品原理 Luxury Principles	专业课 Core Course	深入掌握有关奢侈品牌的知识，学会定义奢侈品以及奢侈品品牌。 Through this course, students will deepen their knowledge on the Luxury sector and its main brands. They will learn the criteria defining a luxury product and how the market got defined and organized.
奢侈品品牌形象 Luxury Brand Image	专业课 Core Course	学习奢侈品品牌的历史和市场定位以及如何运用他们的资产来影响消费者。 Through this course, students will learn how Luxury brands use their History & Heritage to settle their position in the market and how they manage these assets to influence their consumers and the general public.
奢侈品营销与管理 1 Luxury Marketing & Management 1	专业课 Core Course	能够在特定领域为奢侈品设计品牌、组织并构造项目。 Through this course, students will learn how to research data and develop strong analytical skills. They will use Marketing & Management tools to conceive, structure and organize projects for Luxury brands in some designated fields.
奢侈品营销与管理 2 Luxury Marketing & Management 2	专业课 Core Course	分析奢侈品牌面临的挑战，强化数据分析技能，学会在特定的领域为奢侈品设计品牌、组织和构造项目。 Through this course, students will deepen and reinforce their knowledge of data search and use of analytic skill. Through Marketing & Management strategies, they will develop critical analysis & critical thinking. They will learn how to conceive, organize and implement realistic projects for Luxury brands in some designated fields.
橱窗设计 Visual Merchandising	专业课 Core Course	能够分析零售店面内的橱窗设计，提出意见并且给出解决方案。 Through this course, students will be able to analyze visual merchandising of stores, identify issues, and offer solutions to improve traffic and sales.
奢侈品沟通策略 Luxury Communications Strategy	专业课 Core Course	学习品牌使用不同渠道的特异性，理解如何通过特定的内容表述品牌的核心价值。 Students will learn the specificities of the various channels used by the brands. They will understand how through specific contents they express their core values, develop their uniqueness and transmit their company culture.

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奢侈品品牌策略 Luxury Brand Strategy	专业课 Core Course	<p>对一个品牌或一个产品的定位/重新定位，品牌创造和/或发布；构思和/或执行一项奢侈品宣传。</p> <p>The course will be based on the completion of practical projects, either through a case study or a real-life project. Case study will focus on Positioning / Repositioning of a brand or product on the luxury market. Real-life project will be based on brand creation and launching.</p>
奢侈品鉴赏 1-香水 Luxury Goods Appreciation 1 – Perfumes	专业课 Core Course	<p>以 Workshop 形式集中授课，学习不同香水之间的区别。</p> <p>Through this course, students will learn how perfumes became an essential part of luxury and will experience the whole process chain of creation of a product. This course will be taken in the form of a workshop.</p>
奢侈品鉴赏 2-名酒 Luxury Goods Appreciation 2 – Wine & Spirits	专业课 Core Course	<p>以 Workshop 形式集中授课，学会区别并辨识国际知名品牌各自的特征以及产品背后的历史和文化背景。</p> <p>Through this course, students will be able to distinguish and recognize the specific features of internationally renowned brands and the historical and cultural background carried by their products. This course will be taken in the form of workshop.</p>
奢侈品鉴赏 3-美食与餐饮 Luxury Goods Appreciation 3 – Fine Food & Dining	专业课 Core Course	<p>以 Workshop 形式集中授课，学习如何从整体上理解并品鉴美食与餐饮的文化和标准。</p> <p>Through this experiential and trans-cultural course, students will learn how to understand, appreciate and appropriate the culture and standards of Fine Food and Dining.</p>
创意文案写作 Creative Copywriting	专业课 Core Course	<p>提高学生在商业环境中用英文创意写作的能力。</p> <p>Through this course, students will learn how to write advertising copies, story lines, tag lines and other promotional material.</p>
毕业设计（论文） Thesis	专业课 Core Course	<p>利用本专业课程学习的知识点，撰写相关课题研究的论文，字数不少于 8000 字，并进行毕业答辩。</p> <p>In this course, students will compose a thesis based on a defined subject and conduct researches to enhance their knowledge of this major. The thesis shall be more than 8000 words on paper, and be defended in front of a selected audience.</p>

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教学实践环节 Teaching Practice	实践 Practice & Internship	通过实战项目综合运用三年所学课程内容。 Practice & Internship is designed to make use of contents and topics students have learnt throughout their 3 years program, and related to their major, in a professional environment.