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I chose Rennes SB due to its excellent reputation, academic accreditations and the international atmosphere at the School. My decision has been more than justified by the opportunity to learn and study in a place where so many cultures are present and where I can acquire the tools I'll need for the next steps I'll take in life. I'm really happy to be studying here as I feel it has changed the way I see the world.

Karla Patricia Rodriguez Ruiz,
Mexican student

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RANKINGS

TOP 10 IN FRANCE



Le Parisien étudiant
Ranking 2020

INTERNATIONAL RANKINGS

9



Shanghai Ranking's Global Ranking of Academic Subjects 2020: Management - 9 among French Business Schools

29



Master in Finance
Ranking 2020

48



Executive MBA
Ranking 2020

54



Master in Management
Ranking 2020

56

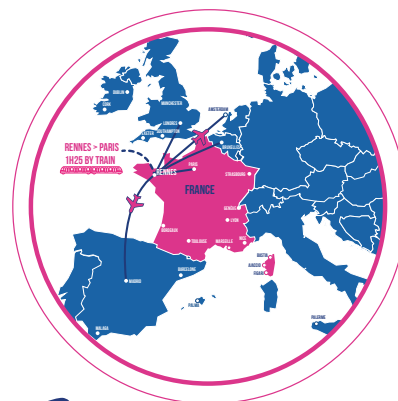


European Business Schools
Ranking 2019

97



Executive MBA
Ranking 2019



RENNES SCHOOL OF BUSINESS
UNFRAMED THINKING

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rennes-sb.com

Apply: apply.rennes-sb.com

Contact: admissions@rennes-sb.com



MSc INTERNATIONAL LUXURY & BRAND MANAGEMENT

YOUR BRAND IS SO MUCH MORE THAN WHAT YOU SELL

This programme enables the students to acquire the necessary knowledge and competencies for pursuing a successful career in Luxury and Brand Management.

Managers need specific skills to understand the uniqueness of the luxury sector and its target customers. Students will be able to develop and implement effective strategies and introduce innovative products and services in different luxury segments.

Participants will also learn to develop and manage brands in any sectors. Graduates will be able to efficiently achieve their business objectives in a responsible way and in a global environment.



DR DILDAR HUSSAIN,
PROGRAMME DIRECTOR



RENNES SCHOOL OF BUSINESS
UNFRAMED THINKING



European Business Schools
Ranking 2019

PROGRAMME 120 ECTS

GRADUATING PROJECT / LANGUAGE COURSES / INTERNSHIP

SEMESTER 1

COMPULSORY MODULES

- International Consumer Behaviour
- Contemporary Brand Management
- Marketing of New Products
- Luxury Marketing Strategy
- Dynamics of Luxury Industry & Business Models
- Preparation for Graduating Project

DURATION

15 months

STARTING DATES

September and January

TEACHING LANGUAGE

English

ACADEMIC CALENDAR

> January 2021 intake:

> Modules:

January to December 2021

> Internship: (4 to 6-month duration):

May to August 2021 OR
January up to August 2022

> Graduating project:

August 2022

> September 2021 intake:

> Modules:

September 2021
to April 2022

> Internship:

(4 to 6-month duration):
May 2022 up to February 2023

> Graduating project:

October 2022

TUITION FEES

Non-EU students: 18 200€

EU students: 16 200€

93%

Rennes
SB students
are employed
6 months after
graduation

MEAN SALARY*

First employment:

- 39,000 € (France)

- 47,000 € (abroad)

*Financial Times 2019 Ranking

ADMISSION

REQUIREMENTS

- **English Proficiency (one of the following):**
 - > TOEFL > 80
 - > TOEIC > 750
 - > IELTS > 6.0
 - > Cambridge Proficiency Exam > B2
 - > Pearson Test > 63 (minimum 59 in each section)
 - > Native Language
 - > Previous studies taught in English (minimum 2 years)
- **A strong academic background**
- **Bachelor or equivalent (diploma)**

ALUMNI

CAREER OPPORTUNITIES

Marketing Manager, Brand Manager, Trade Marketing Executive, Key Account Executive, International Sales Coordinator, Product Manager, Area Sales Manager, Business Development Manager...

COMPANIES

LVMH, La Perla, Nike, Apple Inc, Swarovski, Daimler, Shiseido group, Stella McCartney, Cartier, Tesla, Adidas, Chanel, Christian Louboutin, Lacoste Operations, Hilton Worldwide, L'Oréal, Air France Klm...

WORK COUNTRIES

Australia, Belgium, China, France, India, Russia, Spain, Switzerland, Singapore, Taiwan, United Kingdom, USA...

STUDENT ACADEMIC BACKGROUND

88%

12%



- 76 % Business or related
- 14 % Languages/Literature
- 4 % Engineer
- 3 % Law/Political Sc.
- 2 % Com/Media
- 1 % History/Society/Geo

