



MA Luxury Brand Management (with Advanced Practice)

London Campus

Level of study: Postgraduate

Mode of study: Full-time

Duration: 1 year (up to 2 years with advanced practice)

Overview

The Luxury Goods Market worldwide is projected to grow by 8.86% (2025-2029) resulting in a market volume of US\$92.98bn in 2029 (Statista, 2024).

The MA Luxury Brand Management programme aims to develop an innovative approach to the professional luxury brand management of luxury consumable goods (cars, cosmetics, drinks, fashion, fragrances, handbags, jewellery, luggage, yachts and watches) in this growing market. The programme provides you with the critical knowledge and awareness of the complex issues involved in the luxury consumable goods sector in the 21st century, working on concepts and platforms such as brand management, marketing, advertising and social media.

Key facts

- Develop your skills in enterprise and leadership in the growing luxury brand sector
- Enhance your understanding of the production, distribution and strategic positioning of luxury goods
- The programme includes a live project, giving you a hands-on experience with a luxury brand company based on real-life situations
- Prepare yourself for managerial roles in the luxury brand industry

- The Advanced Practice option includes an Internship or Group Consultancy Project, enhancing your employability with all-important work experience
- Upon completion of your programme, you will be eligible for the QA Professional Pathways programmes which will enable you to further develop your skills with one of the UK's largest providers of IT and project management training
- Newcastle Business School is accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB). According to AACSB, "Approximately 6% of the world's schools offering business degree education have achieved AACSB accreditation, demonstrating a commitment to high-quality, rigorous standards, innovation, and continuous process improvement. Read more about our 'double AACSB Accreditation'



Course information

Level of study: Postgraduate

Fee (UK/Home): £9,700 (25/26)

Fee (International): £20,950 (25/26)

Entry requirements: 2:2 honours or equivalent from a recognised university in any subject IELTS 6.5, with no single element below 5.5 or equivalent.

English language requirements: IELTS 6.5, with no single element below 5.5 or equivalent

Mode of study: Full-time

Duration: 1 year (up to 2 years with advanced practice)

Assessment methods: Coursework

Scholarships or bursaries: available

Student finance: available

Payment plan: available

Starts: Sep,

About this course:

What will I study?

The programme aims to develop an innovative approach to the professional luxury brand management of luxury consumable goods (cars, cosmetics, drinks, fashion, fragrances, handbags, jewellery, luggage, yachts and watches). The programme provides you with the critical knowledge and awareness of the complex issues involved in the luxury consumable goods sector in the 21st century, working on concepts and platforms such as brand management, marketing, advertising and social media.

Through a combination of research-informed teaching and learning, you will gain an understanding of the production, distribution and consumption of luxury goods with reference to the circular economy, all seen through the dependent role of the luxury brand manager. The programme also includes ethics, corporate social responsibility, enterprise and leadership, equipping you with a range of skills that could enable you to take on both creative as well as management positions in the luxury goods industry.

The programme is delivered by faculty staff that are internationally recognised for their cutting-edge research and publications, and those with direct industry experience. The course applies academic theory to a range of luxury industry global problems, providing you with the skills and confidence to work effectively in delivering change as professionals working within the luxury goods industry. This explicit industry focus maximises employability for graduates in any aspects of the luxury goods sector.

Teaching and learning

The programme is designed to promote research-rich learning and to be responsive to your needs in providing a learning environment that is both challenging and supportive. It is designed to develop your understanding of the connections between luxury brand theory, luxury goods research and luxury sector ethical working practices, enabling you to engage with contemporary debates and trends. You will draw on lectures and seminars which will support you to explore and undertake research in the discipline through critically evaluating the research and approaches of the sector.

The learning and teaching philosophy is to promote independent and critical thinking to enable you to have developed the skills and confidence to design, execute and write up an original piece of empirically informed research. You will learn to understand the importance of mapping research methodologies against research questions. Discussion is also an important part of the learning process and you will be encouraged to develop your communication skills by taking an active part in seminars, including undertaking any pre-reading required. There are opportunities for discussions with industry practitioners through the live industry project.

The dissertation module provides an opportunity for you to put learning into practice by designing, executing and writing up an original piece of research on a topic negotiated between you and your dissertation supervisor.

How will I be taught and assessed?

- Teaching is delivered through a mix of lectures and seminars, totalling around **9-12 hours per week**.
- You are expected to engage in independent study, around **44 hours per week**
- **Assessment** is based on coursework. This includes presentations, portfolios, reports and case studies, giving you multiple methods to show your understanding of the course material.
- Taught by **experienced lecturers and academics** who use their industry experience to demonstrate how theories translate into real-life situations.
- **Technology-enhanced** learning is embedded throughout the course to guide your preparation for seminars and independent research
- Benefit from **weekly academic support sessions** designed to build your ability and confidence as an academic learner

- You will be assigned a **guidance tutor** at induction who you will meet with regularly during your studies

Careers and further study

The programme focuses on developing practical and employer-facing competencies particularly through the 'live project' module plus a range of entrepreneurial management skills embedded in all modules.

The programme encourages the development of entrepreneurial behaviours such as setting clear goals that you need to enter and succeed in your future career aspirations, including becoming global luxury brand managers who are critical and independent thinkers and not afraid to ask the big and, often challenging questions.

Upon successfully completing your course, you may undertake further professional development and training through Professional Pathways programmes. These are offered to our graduates for free, from our partner, QA. [Find out more about Professional Pathways and your eligibility.](#)

The programme is designed to increase employability skills through the acquisition of new knowledge that has direct applicability to the workplace. There is the opportunity throughout the programme for students to apply knowledge to workplace situations via the live industry project where you will develop practical applications to complex and unpredictable problems.

Advanced Practice stage

The Advanced Practice version of this course offers you a valuable opportunity to secure a work placement or complete a group consultancy project or a research project, giving you an experience of the workplace environment or live business issues, or be involved in research and gain analytical business skills. This is an excellent way to put your learning into practice. This stage of the programme will take place between your second and final semester, and is a semester-long (15 weeks) in duration. Internships as part of the Advanced Practice stage may be paid or unpaid. The alternative consultancy module allows you to work in teams with a business organisation working on consultancy-based projects in real business scenarios. In the research project, you will be working closely to a researcher and develop a state-of-art luxury topic. Whether you choose the internship or consultancy project you will successfully develop your business skills and further enhance your employability.

- **September start dates:** your programme will last for up to 21 months. You will have a summer break after Semester 2, and commence your Advanced Practice stage in September.
- **January start dates:** your programme will run for 24 months. You will commence the Advanced Practice stage of the programme in the following January, immediately after your second semester. Please note that there are two summer breaks included in this programme for those starting in January.
- **May start dates:** your programme will run for 16-18 months. There is no summer break included in this programme for those starting in May. Your Advanced Practice stage will commence in January.

The Advanced Practice programmes are structured as below:

| | Sept-Jan | Jan-May | May-Sept | Sept-Jan | Jan-May | May-Sept | Sept-Jan |
|------------------|------------|------------|--------------|-------------------------|-------------------------|----------------|----------------|
| September starts | Semester 1 | Semester 2 | Summer break | Advanced Practice stage | Final semester | | |
| January starts | | Semester 1 | Summer break | Semester 2 | Advanced Practice stage | Summer break | Final semester |
| May starts | | | Semester 1 | Semester 2 | Advanced Practice stage | Final semester | |

Related reading

Luxury Brand reading:

- [Introducing: MA Luxury Brand Management](#)
- [Trends in Luxury Brand Management](#)

Advanced Practice:

- [Master Your Future: MSc with Advanced Practice](#)
- [What is a 'Masters with Advanced Practice' ?](#)
- [Infographic: The Stages of a Masters with Advanced Practice](#)
- [Studying a Masters with Advanced Practice](#)

[Enquire now](#)

Entry requirements (1 year MSc)

Academic requirements

- Minimum 2:2 honours degree, or equivalent, from a recognised university in any subject

English language requirements

- IELTS 6.5 (or above) with no single element below 5.5 or equivalent.

If you don't meet the academic requirements

Applicants with non-standard prior learning and or relevant work experience and training are encouraged to apply. A CV (curriculum vitae) made up of prior work experience and training would need to be submitted for consideration by our faculty alongside the standard application.

Candidates coming through the non-standard route, such as through relevant work experience or old qualifications, will be invited to discuss their application.

All applications will be considered on an individual basis.

Please note that if your qualifications are not in English, we might need certified translations in order to proceed with your application.

International entry equivalencies

We accept a wide range of international qualifications. Please visit our [entry requirements](#) page for country-specific qualifications.

Please note that if your qualifications are not in English, we might need certified translations in order to proceed with your application.

Pathway courses and support for international students

Masters Foundation programme

Alternatively, you may also be eligible for one of our [Pre-Masters courses](#). These are pathway programmes designed specifically for students who require additional support to meet the entry requirements of their chosen Masters degree.

Pre-Sessional English and Study Skills

If you have IELTS 5.5 – 6.0, you may be eligible to join our [Pre-Sessional English](#) before starting this programme. This programme will help you develop language skills in a content-based approach to learning involving critical thinking, questioning, discussion, reflection and analysis.

[Enquire now](#)

Modules (1 year MSc)

Fees and finance (1 year MSc)

Tuition fee 2025/26

- UK/Home students: £9,700 per annum
- International students: £20,950 per annum

Please note that your tuition fees do not include the cost of course books that you may choose to purchase, stationery, printing and photocopying, accommodation, living expenses, travel or any other extracurricular activities. As a Northumbria University London Campus student, you will have full access to our online digital library with over 400,000 e-books and 50,000 electronic journals.

The modules you will study do not require you to purchase additional textbooks although we recommend you allow an additional £100 for the duration of your studies should you choose to purchase any additional reading materials.

Information for international students

Northumbria University is committed to providing the best possible experience to all our students. To ensure you secure your place with us, we require our international students to pay a deposit towards their fees. More information can be found [here](#).

What's included in your tuition fees?

Your tuition fees cover far more than your time in class with our expert academics, it covers the cost of providing you with excellent services and student experience.

- Contact time in class – typically in lectures, seminars and tutorials
- Access to facilities, including computers, on-campus Wi-Fi, printers, vending machines, quiet study spaces
- The support of our Careers & Employment Service who help you to become more employable, secure placements and run workshops
- Academic support – our ACE Team run multiple sessions on academic writing, presenting, exam techniques throughout the semester, as well as 1-2-1 appointments and drop-in sessions
- Student support services such as our Ask4Help Service. Find out more about the services available to you on our [Student Support](#) page
- Access to online resources, including 24/ 7 Library with over 400,000 e-books and 50,000 electronic journals.

Scholarships and bursaries for international students

If you are an international student and choose to study this programme, you may be eligible for a either bursary or academic scholarship.

All of our scholarships and bursaries are automatically applied when we process your application and our team will be able to confirm your eligibility.

London Cost of Living Bursary

Eligible international students will receive an automatic bursary for £1,334, applied at the Conditional Offer as a fee discount. This bursary is effective for intakes in May 2025, September 2025, January 2026 and May 2026. This offer excludes Pre-session English, standalone Graduate Certificate programmes and sponsored applicants.

If you receive this bursary, you may still be eligible for additional bursaries and scholarships, these will be confirmed at the Unconditional Offer stage. Full maintenance costs still need to be evidenced when applying for your visa.

This bursary is only available for international students from specific countries. Please visit our [Scholarships page](#) for more information.

[Scholarships and bursaries](#)

Payment plans for self-funded students

If you need to spread the cost of your tuition, you may be eligible for our payment plan.

[Payment plans](#)

Government Loan for Masters study

If you are a UK or Home student, you may be eligible for a postgraduate loan of up to £10,000+ from the UK Government. Click [here](#) to find out more about the loan and whether you are eligible to receive it.

[Postgraduate Loan](#)

How to apply or find out more (1 year MSc)

How to find out more

Enquire now to find out more information about the course, studying with us, the application process, and to ask any other questions you may have.

[Enquire now](#)

How to apply

Once you are ready to apply, you can apply online to study **1 year MA Luxury Brand Management**. This method allows you to upload your supporting documents at the time of application and automatically receive your student application number.

Please note: For 2025 applications you will be redirected to the Northumbria website to select which intake you would like to apply for.

| |
|---------------------|
| Apply for 2025 |
| Apply for 1 Year MA |

We strongly recommend that you submit your application as early as possible to allow you to complete all of the preparations needed to study your programme. After receiving an offer it can take time to arrange your finances and apply for your visa (if required) and it is important that you arrive in good time to enrol onto your course. Please refer to the [Dates and Fees](#) page.

Supporting documents

For us to assess your application in a timely manner, it is important that you provide us with the following documents:

- Fully completed application form
- Personal email address must be included on the application form
- Transcripts and/or certificates (including a certified translation if not in English)
- Passport – copy of personal details page
- Proof of financial sponsorship if applicable
- Reference

- Confirmation of immigration history including copies of previous and current visas if applicable

You can check more information on [how to apply here](#).

Information For Disabled Applicants

At Northumbria University London we welcome applications from disabled students and are committed to ensuring an equal and accessible application journey. Your application will be considered on an equal basis to all other applications. Please contact us if you require any assistance. This website is continually optimised to adhere to accessibility best practice guidelines; tools to assist users with specific accessibility requirements have also been provided. More information is available in our [accessibility statement](#).

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