

Master in Branding For Luxury Fashion and Design

Website: www.Raffles-IAO.com

10-month Master in Branding For Luxury Fashion and Design

Program

- Start Settlement
- Brand Analysis
- Brand Strategy And Innovation
- Brand Identity And Design
- Brand Communication
- Branding Focus Asia
- Branding Markets (Btob Vs Btoc, Luxury Vs Mass Market, Services Vs Products)
- Personal Branding
- Branding Final Project Work

Hands On Modules

- Branding Agency
- Brand Thinking and Making
- Empowering Branding
- Branded Storytelling
- Brand Communication
- Brand Design
- Digital Business Transformation
- Branding Project Lab
- Branding and Business
- Brand Innovative CX and Experience
- Brand Innovation Sustainability Lab
- Brand-led business transformation
- From Strategy to Design WORKSHOP
- PODCAST Lab by Raffles Talk

Note: Curricula are subject to change.