

PHILADELPHIA | USA

MILANO | ITALY

STRATEGIC MANAGEMENT OF LUXURY BUSINESSES

A 360° DEGREE APPROACH



MILANO MODULE
20TH - 24TH APRIL **2015**



PHILADELPHIA MODULE
8TH - 12TH JUNE **2015**

➔ STRATEGIC MANAGEMENT OF LUXURY BUSINESSES. A 360° DEGREE APPROACH.

SDA Bocconi School of Management and the Aresty Institute of Executive Education at the Wharton School have formed a powerful alliance to offer top business leaders a strategic marketing program.

Strategic Management of Luxury Businesses is an intensive 10-day program delivered in two modules: Milano and Philadelphia.

MILANO: Benefit from SDA Bocconi's experience and know-how in creativity management, innovation, lifestyle brands, and luxury industries.

PHILADELPHIA: Benefit from Wharton's cutting-edge knowledge on digital strategy, marketing, and multi-channel management for luxury brands along with the company visits introduction to luxury business segments in the US market.

The program will combine lectures, discussion of cases, guest speakers and direct "field experiences" in unique venues. We will organize company visits in Florence and New York.

Five days in Milano

Five days in Philadelphia

➔ WHY CHOOSE THE STRATEGIC MANAGEMENT OF LUXURY BUSINESSES?

SDA Bocconi and Wharton have designed a program that will challenge the assumptions of top marketers and offer the latest marketing and branding techniques to bring new and existing products and services to life.

This program will provide innovative and impactful results to organizations that are positioned for growth and looking for an edge. Participants of the program will learn the technical and strategic skills to re-evaluate their internal and external environments to enable them to stay ahead of the curve.

➔ PARTICIPANT PROFILE

- Executives from companies looking to move from premium to luxury, or planning to introduce products or services with a luxury positioning
- Executives currently working for luxury companies who would like to enhance their specialized and technical marketing expertise

➔ LEARNING GOALS

- Master the fundamental essence and culture of luxury businesses
- Learn best practices in managing the luxury market in a program designed for managers coming from different business backgrounds and industry experiences
- Develop strategic thinking in the premium and luxury marketplace
- Gain a tool-set to effectively create, implement, and sustain a successful differentiation strategy on the basis of luxury-based companies' experience
- Deepen your understanding of challenges and business dynamics in luxury industries



We will meet with managers who will share their current practices and their vision of the future of their businesses, and learn the habits and cultures of luxury brands in Italy and the United States.

Luana Carcano | SDA Professor of Strategic and Entrepreneurial Management

- 1 Does your company have a strategic mindset to be positioned as a luxury brand?
- 2 Who is the target of a luxury positioning?
- 3 What do customers perceive as a luxury experience and what are the key ingredients?
- 4 Does your company have a digital strategy to deliver a luxury experience?
- 5 How do you manage go-to-market in luxury?
- 6 Which industry dynamics in luxury industries are structural?
- 7 What are the cutting-edge opportunities and threats for firms?
- 8 How do you manage the natural evolution of a luxury brand?
- 9 What are the next steps to turn around the management of luxury in your company?

→ FACULTY

Olga Annushkina, SDA Professor of Strategy and Entrepreneurship

David Bell, Professor of Marketing, The Wharton School

Luana Carcano, SDA Professor of Strategic and Entrepreneurial Management

Paola Cillo, SDA Professor of Marketing

Alberto Grando, SDA Professor of Operations and Supply Chain Management

Mauro Guillen, Professor of International Management, The Wharton School

Barbara Kahn, Professor of Marketing, The Wharton School

Elisabetta Marafioti, SDA Professor of Strategic and Entrepreneurial Management

Harbir Singh, Professor of Management, The Wharton School

Patti Williams, Professor of Marketing, The Wharton School

The real challenge for high-end brands is taking the touch and feel of luxury - something that's tactile, sensory, and exclusive - online. You don't want to undermine those qualities by engaging in the wrong activities or with the 'wrong' customers.

David Bell | Professor of Marketing, The Wharton School

→ INFORMATION

LUXURY MANAGEMENT PROGRAM

10-day program, delivered in 2 modules
Both modules are 5-day residential.

2015 Schedule*

Milano: 20th - 24th April 2015

Philadelphia: 8th - 12th June 2015

Milano Module

SDA Bocconi School of Management
Via Bocconi 8, Milano Italy

Philadelphia Module

The Wharton School
Aresty Institute of Executive Education
255 South 38th Street, Philadelphia, PA
USA

Fee*

US \$ 19,000 + sales tax (if required)

or € 15,000 + VAT (if required)

The program fee includes meals, accommodations (single room), and teaching materials. It does not include travel expenses (except for site visit transfers). Participants will receive a certificate of completion.

For More Information

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* *Dates and fees subject to change.*



SDA BOCCONI SCHOOL OF MANAGEMENT



The leading School of Management in Italy and the only Italian business school present in all of the most important international rankings (Financial Times, Bloomberg Businessweek, The Economist, Forbes), SDA Bocconi has established itself as a European leader in higher education. SDA Bocconi School of Management is part of Università Bocconi, the first Italian University to grant a degree in economics. For over a century, Bocconi has played a leading role in Italy's social and economic modernization. SDA Bocconi has been engaged in the promotion and organization of executive education since 1971, with an international approach.

The School's vision of empowering life through knowledge and imagination lies behind its program offerings: Executive Education Open and Custom Programs, MBA and Master Programs, for the development of individuals, companies, institutions and economic systems. Choosing SDA Bocconi and coming to Milano means choosing a vibrant environment, the entrepreneurial, financial and industrialized center of Italy, a doorway to Europe. In short, a wealth of international contacts and opportunities. And Milano, of course, is culture, fashion, design, food and the art of living. SDA Bocconi's strong international outlook translated into the foundation of the India-based MISB Bocconi, Mumbai International School of Business Bocconi. The School is an initiative of SDA Bocconi and has been launched in response to the growing competitive challenges on the global stage.

THE WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA



Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. Informed by in-depth academic research and extensive industry experience, Wharton Executive Education programs offer a supportive and challenging context from which participants gain the skills necessary for their next level of executive development. In open-enrollment and customized programs, participants from a diverse range of industries interact with Wharton faculty, who are one of the most cited, most published faculties of all top-tier business schools. With a profound influence on global business, Wharton faculty are the trusted advisors of corporations and governments worldwide.

SDA BOCCONI SCHOOL OF MANAGEMENT

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