

## Gestion des produits et collections

**ECTS : 3**

**Description du contenu de l'enseignement :**

product and collection Management / watch making industry / jewelry industry  
to give students the strategic keys and culture of the W&J market  
/ to give them the opportunity to apply this knowledge on real operational situations (case studies on a W&J Brands : strategic marketing analysis and new launching proposal.

**Compétence à acquérir :**

Designing a collection according to the segmentation of the brand