

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

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